



北京2008年奥运会总结报告·第一卷

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北京奥运会申办工作报告

Bid Documents and Analysis:
Passion behind the Bid

Official Report of the Beijing 2008 Olympic Games • Volume I



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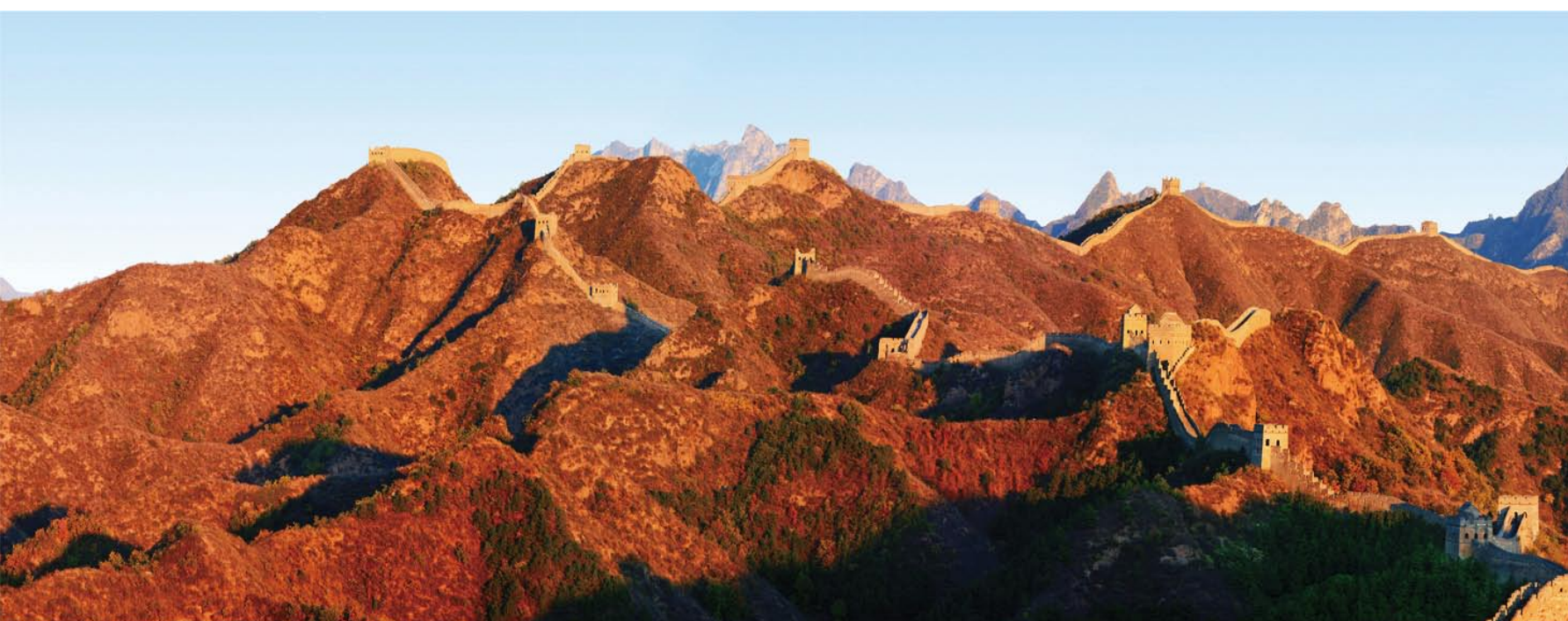
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Bid Documents and Analysis:
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Official Report of the Beijing 2008 Olympic Games • Volume I

第29届奥林匹克运动会组织委员会
Beijing Organising Committee for the Games of the XXIX Olympiad



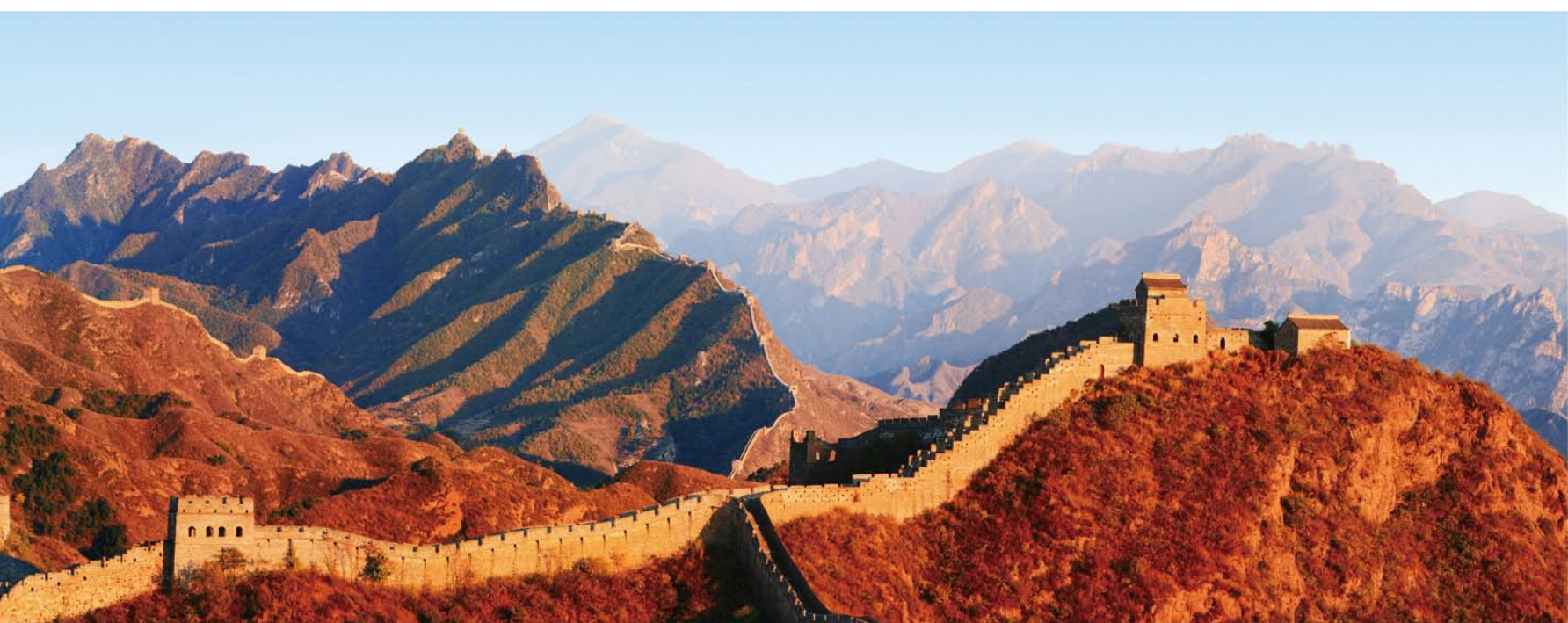
The Great Wall – A UNESCO World Heritage Site

百年奧運

中華圓夢

江澤民

二〇〇二年三月十九日





State leaders celebrate Beijing's successful bid for the Olympic Games with people from all circles at the China Millennium Monument





People from all circles in Beijing join in celebrations at the China Millennium Monument



Foreword

It is with great honour that we submit to the International Olympic Committee (IOC) *Bid Documents and Analysis: Passion behind the Bid*, Volume I of the *Official Report of the Beijing 2008 Olympic Games*.

As referenced in both the *Olympic Charter* and the *Host City Contract*, we will also produce three subsequent volumes – *Ceremonies and Competitions: Celebration of the Games*; *Preparation of the Games: New Beijing Great Olympics*; *Games Results and Key Appendices: Truly Exceptional*. We hope the *Official Report* will be of keen interest to future Host Cities and will contribute to the on-going Olympic Movement.

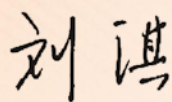
Volume I is a detailed account of China's successful bid for the 2008 Olympic Games sustained by the century-old Olympic dreams of the nation. It identifies the underlying strategies attributed to the success, in particular the strong support from the Chinese government and the people.

The volume also elaborates on the arduous work and innovative programmes in preparing Beijing for an event of such magnitude, as regards mechanisms, venues, infrastructure, environment and cultural activities. It fully illustrates the resolution of the Chinese government and the people, united behind the ideal of "New Beijing, Great Olympics" and the concepts of "Green Olympics, High-tech Olympics and People's Olympics", to stage a successful Games and to create a unique legacy to China and to the world.

Thanks to six years of all-out efforts, Beijing's blueprint for and commitment to the Games have been transformed into a reality, and the preparation of the Games of the XXIX Olympiad is now at its zenith.

We pledge to keep closer ties with the IOC and the international community and to do our utmost to stage a high-level Olympic Games with distinguishing features, with a view to making enduring contributions to the Olympic Movement.

Sincerely,



Liu Qi

President of the Beijing Organising Committee for the Games of the XXIX Olympiad

July 13, 2007



Preamble

In accordance with the requirements of the *Olympic Charter* and the *Host City Contract*, the Beijing Organising Committee for the Games of the XXIX Olympiad (BOCOG) compiles a four-volume *Official Report of the Beijing 2008 Olympic Games*.

A chronicle of China's decade-long endeavours from launching the 2008 Olympic bid to a period after hosting the Games, the *Official Report* constitutes not only an important document analysing and summarising a "high-level Olympic Games with distinguishing features", but also a major legacy left by the Games.

Bid Documents and Analysis: Passion behind the Bid, Volume I of the *Official Report of the Beijing 2008 Olympic Games*, is compiled within the framework of the *IOC Information Management Manual* issued in June 2007.

The volume aims to elaborate on the background and qualifications concerning Beijing's bid for the 2008 Olympic Games, the concepts and planning of the bid, and the actual bid performances. It details Beijing's bid process and the activities of the bid team to win support for the Games in China, and analyses the crucial success factors of Beijing to win the Host City status. The volume demonstrates Beijing's efforts to win the Olympic bid.

Volume I brings together in a chronological order major threads of Beijing's bid for the Olympic Games. It consists of the Preamble, the main body, the Conclusion, and the Appendices.

The Preamble briefly introduces the volume's background, aim, structure and contents.

The main body includes six chapters:

Chapter 1, "China in Quest of the Olympic Dreams", is a brief account of Chinese people's Olympic dreams over the past century and their passion for the Olympic Movement, the process of Beijing's 2000 Olympic bid and its preparations for the bid in 2008.

Chapter 2, "Concept behind the Bid", introduces the three concepts, emblem and slogan of Beijing's bid for the 2008 Olympic Games.

Chapter 3, "The Bid Process", describes in a chronological order the bid process, from setting up the bid team, completing the *Replies to the Applicant City Questionnaire*, gaining the Candidate City status, and submitting the *Candidature File*, through receiving inspection visits

from the IOC Evaluation Commission and finally winning in Moscow the award of hosting the 2008 Olympic Games.

Chapter 4, "Planning for the Olympic Venues", concerns the location of the Olympic Central Area, the layout of the Olympic venues and the planning of the Olympic Green.

Chapter 5, "Support for the Olympic Bid", traces the strong support from the Chinese government, the general public, the corporate world and the sports community, which is rallied through the comprehensive and fruitful endeavours of the Beijing 2008 Olympic Games Bid Committee (BOBICO).

Chapter 6, "Transition from BOBICO to BOCOG", briefs on the transition from the Bid Committee to the Organising Committee for the Games.

The Conclusion analyses the eight factors contributing to Beijing's winning the bid.

The Appendices are comprised of two documents: Organisational Structure of BOBICO, and *Replies to the Applicant City Questionnaire*. They may provide supporting data for the main body of the volume. The *Candidature File of Beijing for the 2008 Olympic Games Bid*, another important document about Beijing's bid efforts, will be included in *Games Results and Key Appendices: Truly Exceptional*, Volume IV of the *Official Report of the Beijing 2008 Olympic Games*.

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Chapter 1

China in Quest of the Olympic Dreams

In 1908, an article in *Tientsin Young Men* posed three questions: When will it be possible for China to send an athlete to the Olympic Games? When will it be possible for China to send a team of athletes to the Olympic Games? And when will it be possible for China to enjoy the privilege of hosting the Olympic Games?

These questions voiced the aspirations of China, undergoing rapid changes at the time, for integration with the world, and encouraged the Chinese people to embark on the century-long journey to fulfilling their Olympic dreams.



1.1 Century-old Olympic Passion



Over an eventful century, the modern Olympic Games has evolved into a comprehensive sports and cultural gala with the largest scale and the greatest prominence throughout the world.

It has been the century-old dreams and unceasing quest of the Chinese people to host an Olympic Games in China, a country resplendent with 5,000 years of history, and to fulfill their Olympic ideals.

1.1.1 Three Wishes of the Chinese People

In its earliest stage of conception, modern Olympic Movement was not a popular globalised movement as it is today. At that moment, China was still a semi-colonial and semi-feudal society going through upheavals and turbulent changes, with just fledgling ability to compete in modern sports. It had little connection with the early Olympic Movement.

Coverage of modern Olympics

by the Chinese press began from the St. Louis 1904 Olympic Games. From then on, more and more Chinese people learned about the Olympic Games and the Olympic concepts.

In October 1907, Zhang Boling, a famed Chinese educator and Olympics pioneer, delivered a speech, in which he maintained that China should strive to participate in the Olympic Games at an earliest possible date.

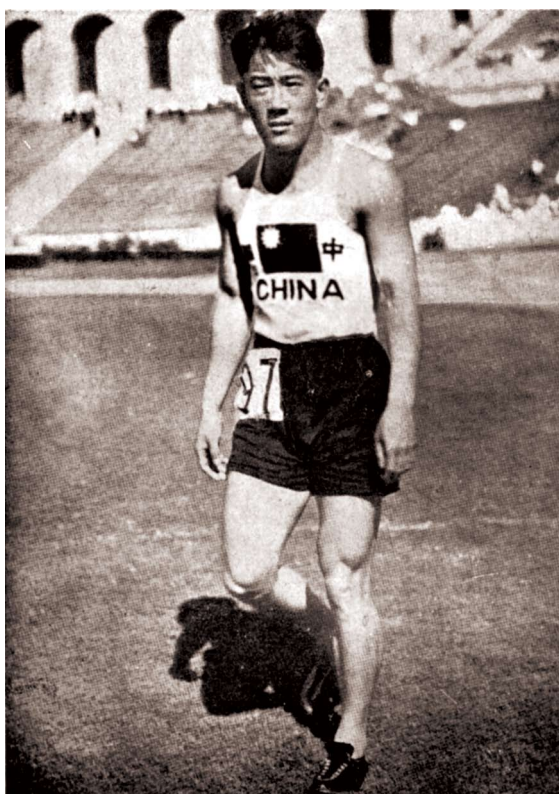
Following the London 1908 Olympic Games, an article in *Tientsin Young Men*, a journal published by the Tianjin Young Men's Christian Association, posed three questions: When will it be possible for China to send an athlete to the Olympic Games? When will it be possible for China to send a team of athletes to the Olympic Games? And when will it be possible for China to enjoy the privilege of hosting the Olympic Games?

These questions voiced the aspirations of China, undergoing rapid changes at the time, for integration with the world, and encouraged the Chinese people to

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1. The Imperial Palace in Beijing – A UNESCO World Heritage Site

2. Zhang Boling, first Honorary President of the China National Amateur Athletic Federation



embark on the century-long journey to fulfilling their Olympic dreams.

1.1.2 An On-going Journey towards the Olympics

The Olympics gave great impetus to the fledging competitive sports in China.

In October 1910, the first nation-wide sports event was held in Nanjing, China. Then, the Far East Olympic Games (later renamed the Far Eastern Championship Games) was initiated, with China as one of the founding members. China thus became a forerunner of the Olympic Movement in Asia.

Direct relations between China and the IOC began in April 1922, when the China National Amateur Athletic Federation (CNAAF) was established. Later that year, at the 21st IOC Session convened in Paris, France, Wang Zhengting, CNAAF President and initiator of the Far Eastern Championship Games, was elected a member of the IOC. This was a historic milestone in China's involvement in modern Olympic Movement.

In August 1924, the China National Amateur Athletic Federation was replaced by the All-China Athletic Association, the first national sports organisation in the country staffed entirely by the Chinese. The new association still took "China National Amateur Athletic Federation" as its official English name.

From 1927 onwards, the new CNAAF joined eight International Federations (IFs): the International Association of Athletics Federations (IAAF), the International Swimming Federation (FINA), the International Gymnastics Federation (FIG), the International Tennis Federation (ITF), the International Weightlifting Federation (IWF), the International Boxing Association (AIBA), the International Association Football Federation (FIFA) and the International Basketball Federation (FIBA).

In 1928, the CNAAF sent Song Ruhai to the Olympic Games held in Amsterdam, the Netherlands, as an observer. Song later wrote *Olympiad*, the first Olympic-themed book in China.

In 1931, the IOC recognised the CNAAF as the Chinese Olympic Committee (COC), and China eventually found its place in the Olympic Family.

The Los Angeles 1932 Olympic Games saw the presence of a six-member Chinese delegation, including Liu Changchun (athlete), Song Junfu (Liu's coach) and Shen Siliang (the team leader). In spite of his failures in both the 100m and 200m preliminaries, Liu Changchun, the first Chinese ever to have competed in the Olympic Games, made China's first step forward on its way to embracing the Olympics.

After the founding of the People's Republic of China in October 1949, the CNAAF was reorganised as the All-China Sports Federation to continue the functions of the Chinese Olympic Committee.



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1. Wang Zhengting (Middle), head of the Chinese Delegation to the Los Angeles 1932 Olympic Games
2. Liu Changchun, first Chinese to participate in the Olympic Games.
3. Yang Chuang-Kwang, an athlete of Chinese Taipei, became the first Chinese Olympic medal winner
4. 1979 – Delegations of different countries extended their congratulations to China on the country's return to the Olympic Family

At its 49th Session in Athens in May 1954, the IOC adopted a resolution, recognising the All-China Sports Federation as the Chinese Olympic Committee.

On July 19, 1952, the Games of the XV Olympiad was held in Helsinki, Finland. China did not receive formal invitation until the eve of the opening. When the 40-member Chinese delegation arrived, the Games was almost drawing to a close. The only Chinese athlete having competed in that Games was Wu Chuanyu, in the 100m backstroke event.

However, it was the first Chinese Olympic delegation after the founding of the People's Republic of China.

Before the Melbourne 1956 Olympic Games, the IOC accepted the Taiwan-based Olympic Committee of the Republic of China as its member, thus creating an exceptional scenario of recognising the IOC membership of two National Olympic Committees (NOCs) within one country. The All-China Sports Federation therefore did not send a delegation to Melbourne. Then, in August 1958, China's contacts with the IOC were interrupted.

Between 1956 and 1979, athletes of Chinese Taipei competed in five Games of the Olympiad and two Olympic Winter Games, in which they captured one silver medal and one bronze medal.

In 1971, China resumed its seat in the United Nations. In 1974, China participated for the first time in the Asian Games. At that time, favourable conditions, both domestic and international, paved the way for the country's return to the Olympic Family.

In November 1979, as a result of the efforts of many parties concerned, the IOC passed, through voting by correspondence, the *Nagoya Resolution*, which defined the Olympic Committee of the People's Republic of China as China's National Olympic Committee, using China's national flag and national anthem, and the Chinese





Games – each time making amazing progress.

In 1984, China made the first remarkable comeback by sending 225 athletes to the Games of the XXIII Olympiad in Los Angeles to compete in 16 sports except football, hockey, boxing, equestrian and modern pentathlon. The Chinese Taipei Olympic Committee also entered 67 athletes into several sports of the Games, including athletics, swimming and weightlifting.

This was the first time that mainland China and Taiwan sent athletes to the same Games of the Olympiad.

On the first competition day, Xu Haifeng won the gold medal of men's 50m pistol with a one-ring lead. It was not only the first gold medal of the Los Angeles 1984 Olympic Games, but also the first gold medal China ever won in an Olympic sport.

Following Xu's victory, Chinese athletes made major breakthroughs in Los Angeles, capturing fifteen gold medals, eight silver medals and nine bronze medals.

Chinese athletes' amazing performances in Los Angeles ushered in a new era for the country's Olympic Movement. Subsequent Games of the Olympiad witnessed China's greater strength on the Olympic stage.

Facing unusually fierce competitions at the Games of the XXIV Olympiad in Seoul, Korea in 1988, China still demonstrated sports prowess by capturing 32 medals.

At the Games of the XXV Olympiad in Barcelona, Spain in 1992 and the Games of the XXVI Olympiad in Atlanta, the United States in 1996, China each reaped more than 50 medals and ranked in the fourth place on the medal tally.

Taipei Olympic Committee, with a changed flag, emblem and anthem, would be recognised by the IOC as a regional sports organisation of China. This special arrangement satisfied all parties concerned and marked a new starting point of China's full participation in the world sports arena.

1.1.3 Rising on the Olympic Stage

From 1980 to 2000, China sent delegations to five Games of the Olympiad and six Olympic Winter

The Games of the XXVII Olympiad in Sydney, Australia, celebrated at the advent of the new millennium, saw China rise to the third among all the competing countries, with a harvest of 59 medals, of which 28 were golds. On September 22 alone, Chinese athletes carried off six golds, three silvers and one bronze. That day was hailed by the world media as the "China Day".

By 2000, Chinese athletes had taken part in 55 per cent of the competitions of the Olympic Games, and had won gold medals in 12 sports. They had been doing particularly well in the competitions of table tennis, badminton, diving, gymnastics, shooting, weightlifting and judo. China had demonstrated prosperity and stability brought by the reform and opening up, and the competitive strength and elegant demeanour as a rising sports power in the east of the world.



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1. Xu Haifeng won in men's 50m pistol and became China's first Olympic gold medalist
2. China beat the US for the women's volleyball gold at the Los Angeles 1984 Olympic Games
3. Li Ning won the pommel horse gold at the Los Angeles 1984 Olympic Games
4. Chen Longcan and Wei Qingguang won the gold medal for men's doubles in table tennis at the Seoul 1988 Olympic Games



1.2 The First Olympic Bid



By the 1980's, the Chinese people had realised the first two of the three dreams of the Olympics. The third dream – to host an Olympic Games – gradually became a common aspiration. And the success of the 11th Asian Games in Beijing in 1990 drew world's attention to this aspiration of China.

1.2.1 The 11th Asian Games in Beijing

In September 1990, Beijing hosted the 11th Asian Games. Highlighting the “unity, friendship and progress” of all the people in Asia, it was the biggest celebration in the 40-year history of the Asian Games. The Beijing Asian Games surpassed the preceding ones in aspects such as excellence of sports, diversity of competition events and numbers of delegations and athletes.

To go with the Games, Beijing organised a series of art and cultural events. Among them were the Opening and Closing Ceremonies of the Games, the Torch Relay with the theme of “Light of the Asian Games”, the Asian Art Festival, the

Asian Games Science Conference and more than 40 exhibitions and celebrations of Chinese traditions and customs.

The Opening Ceremony of the Games, “Gathering in Beijing”, not only reflected the artistic creativity and organising capacity of the Chinese people but also displayed the splendid Chinese culture, which greatly amazed the spectators. Sixty-seven IOC members, led by Juan Antonio Samaranch, then IOC President, were present at the ceremony. Samaranch was much impressed by the event, to which he offered high praises.

Beijing's outstanding efforts in staging the Asian Games won worldwide acclaim, which boosted the confidence of the Chinese people in hosting an Olympic Games. With the success of the 11th Asian Games, more and more Chinese people realised that to host major international sports events, especially the Olympic Games, would not only help promote the development of the nation but also inspire the people.

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1. Ye Qiaobo snatched the women's 500m and 1000m speed skating silvers at the 1992 Olympic Winter Games

2. Wang Junxia won the women's 5000m gold at the Atlanta 1996 Olympic Games

3. Fu Mingxia captured the 10m platform gold in diving at the Atlanta 1996 Olympic Games

4. Zhan Xugang snatched the 70kg weightlifting gold at the Atlanta 1996 Olympic Games



When the 11th Asian Games closed, Beijing citizens came up with the slogan “Taking Pride in the Successful Asian Games, Longing for Hosting the Olympic Games”. The Chinese people were so inspired by these words that they have since sped up their efforts towards realising the “third dream”.

1.2.2 Bidding for the 2000 Olympic Games

In the early 1980's, Deng Xiaoping, the initiator of China's reform and opening-up policy, said on different occasions that China, when fully prepared, would host the Olympic Games. In July 1990, when inspecting the Asian Games Village in Beijing, Deng reaffirmed that China was ready to bid for the Olympic Games. On the day the 11th Asian Games opened, Yang Shangkun, then Chinese President, expressed to IOC President Samaranch China's wishes to bid for the 2000 Olympic Games.

An application submitted to Zhongnanhai soon after the 11th Asian Games in Beijing came to a close raised

the curtain for Beijing's bid for the 2000 Olympic Games. The document, jointly signed by the National Sports Committee (now the General Administration of Sport of China), Ministry of Foreign Affairs and Ministry of Finance, suggested that Beijing should immediately start its preparations for the Olympic Games bid. The application was soon approved by the Chinese government.

On February 26, 1991, Beijing officially applied to the Chinese Olympic Committee (COC) to bid for the Games of the XXVII Olympiad in 2000, and the application was unanimously approved at the COC Plenary Session.

On March 18, the Beijing 2000 Olympic Games Bid Committee was established with the approval of the Chinese government. On April 1, the Bid Committee put forward the working principle of “making friends far and wide and doing a solid job for mutual understanding and wide support”. On June 26, the design of the Hall of Prayer for Good Harvest at the Temple of Heaven in the two transformed Chinese characters of “北京” (“Beijing”) was chosen as the emblem for the bid.



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1. September 22, 1990 – The 11th Asian Games opened in Beijing

2. September 23, 1993 – Disappointed look over Beijing's failure in its bid for the 2000 Olympic Games

On December 4 of the same year, Beijing officially submitted to the IOC the bid application for the Games of the XXVII Olympiad in 2000. It was composed of an application letter from the Mayor of Beijing, a letter of support from the Premier of the State Council and a letter of recommendation from the COC President. The application not only specified the qualifications and capabilities of Beijing for hosting the Games but also conveyed to the world the passion and longing of the Chinese people for the Olympics.

On March 20, 1992, in the *Government Work Report* delivered at the Fifth Meeting of the Seventh National People's Congress (NPC), Li Peng, then Premier of the State Council, stressed, "The Chinese government supports Beijing's bid for the 2000 Olympic Games."

On April 16 of that year, Beijing, Berlin, Brasilia, Istanbul, Manchester, Milan and Sydney were designated by the IOC as Candidate Cities for the Games of the XXVII Olympiad. In the same year, guided by the bid slogan, "A More Open China Awaits the 2000 Olympic Games", the Beijing 2000 Olympic Games Bid Committee took the opportunities of attending conferences and major sports events of the Olympic Family to Promote liaison and publicity. People of Beijing and of all nationalities in China gave their support to the bid with great patriotism and enthusiasm.



On January 11, 1993, Beijing submitted to the IOC the *Candidature File*. On February 16, upon the IOC's approval, Beijing sent the *Candidature File* to IOC members and other members of the Olympic Family. An IOC delegation of 12 persons headed by Gunnar Ericsson arrived in Beijing for an official inspection visit between March 6 and 8.

While several Candidate Cities gave up their bids, Beijing, Berlin, Istanbul, Manchester and Sydney participated in the final contest. At the 101st IOC Session held in Monte Carlo on September 23, 1993, the Beijing Bid Delegation headed by Li Lanqing, then Vice Premier, gave a presentation on behalf of the Chinese government. Having the lead from the start, Beijing missed the opportunity to host the Games of the XXVII Olympiad in 2000, by just two votes in the fourth round of the ballot.

2000 Olympic Games Bid Vote Results (September 23, 1993)

Candidate City	Name of the NOC	Round 1	Round 2	Round 3	Round 4
Beijing	 China	32	37	40	43
Sydney	 Australia	30	30	37	45
Manchester	 Britain	11	13	11	-
Berlin	 Germany	9	9	-	-
Istanbul	 Turkey	7	-	-	-

1.2.3 “China Won’t Give Up”

The Chinese government, the people and the Beijing 2000 Olympic Games Bid Committee worked with great enthusiasm for the two and a half years from Beijing's launch of the bid to the ballot at the 101st IOC Session. Despite the failure, the Chinese people impressed the world with their commitment to upholding the Olympic spirit and contributing to the Olympic Movement, thus winning extensive appreciation from the international community.

For all the regrets, Beijing's first bid attempt inspired the people, who witnessed the huge potential of the city and cherished the experience gained in the process.

Beijing respected IOC's decision and appreciated as always the support of the IOC and the goodwill of the people around the world, including the sports community. As was said in *People's Daily* the day after the IOC voting, “China won't give up. It will embrace the world with greater enthusiasm.”

A “dress rehearsal”, the first bid attempt helped Beijing demonstrate its great determination and strength to host the Olympic Games. In the following years, Beijing reviewed the experience and prepared with greater passion for a second Olympic bid.

1.3 Preparations for the Second Olympic Bid



For China, to bid for the Olympic Games again was not only a great cause dedicated to promoting the Olympic spirit and enhancing cultural exchanges between the East and the West, but also an important opportunity to demonstrate China's achievements in reform and opening up and to accelerate the country's economic and social development.

1.3.1 Basic Qualifications

Thanks to China's steady economic and social development, Beijing improved the basic qualifications prescribed by the IOC in aspects

of infrastructure, sports facilities, public support and accommodation capacity.

Economic Strength

Years of reform and opening up has turned China into one of the world's most rapidly developing economies. The country has achieved remarkably in its modernisation drive. In 1999, the city's GDP approached US\$ 1 trillion. A city of unique charm and great vitality, Beijing has been witnessing profound changes. In the 1990's, the city's annual economic growth rate maintained over 9.5 per cent. The "1999 Comprehensive Evaluation of





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1. June 14, 2001 – A “Cross-Strait Long-distance Run” was held in support of Beijing’s Olympic bid
2. Citizens taking an active part in sports in support of Beijing’s bid for the Games

China’s Social Development” revealed that the total index of Beijing’s social development topped the list throughout the country.

Political and Social Stability

Since implementing the policy of reform and opening up, China has achieved great success in its economic growth as well as social development. Chinese people’s living standards have also improved significantly. Among the major capital cities in the world, Beijing has maintained a fairly low rate of crime, fire incidence and traffic accident mortality. Its strong security system is a guarantee of hosting major sports events.

Chinese People’s Active Participation in Sports

More than 300 million people in China are engaged in regular physical exercise, which builds up a solid basis for mass sports participation. Thanks to the programme of “Sports for All”, the health of the whole nation has been greatly improved over the decades, with the average life span of the Chinese people raised from 35 in 1949 to 70 in the late 1990’s. China upholds the Olympic spirit and supports all activities the IOC calls for. Chinese athletes have performed well in major international competitions. China also helps other developing countries better their sports facilities with a view to carrying forward the Olympic spirit.

Successful Experience in Hosting Major Sports Events

In recent years, the city has been actively involved in the Olympic affairs and international competitions. The successful 11th Asian Games in 1990, Sixth Far East and South Pacific Games for Athletes with Disabilities in 1994 and 21st Universiade in 2001 all provided Beijing with invaluable experience to host the Olympic Games.

Infrastructure Support

Billions of US dollars is invested into the infrastructure every year, which has helped improve significantly the city’s medical care, security, accommodation, traffic, communications and environment. Upon the second Olympic bid, Beijing had more than 5,000 well-equipped sports facilities, among which six gymnasiums had more than 4,000 seats and six stadiums had a seating capacity of over 10,000. A number of medium and large-sized facilities of international standards were under construction. More sports venues would be built or renovated if Beijing was to host the 2008 Olympic Games.

1.3.2 Major Challenges

Of course, Beijing, as a developing city, also faced some challenges:

Exceedingly Fierce Competition

The considerable economic and social effects brought along by the Olympic Games ever since Los Angeles 1984 have aroused wide interest in participation in and bid for the Games. While seven cities presented bid proposals for the 2000 Olympic Games, 10 cities declared to bid for the Games in 2008, and most of them are famous capital cities or cities that have bid for the Olympic Games for several times.

Beijing's Advantages Yet to Be Recognised

Due to differences in culture and ideology, the international community, especially Western nations, have vague ideas about China's political stability, economic growth and social development. Some Western media fall short of publicity on China's achievements in its reform and opening-up endeavours, which call for more efforts of China in enhancing its popularity and influence and making a positive response to the attention of the international community. There was still a long way to go in shaping an objective and friendly international consensus which would be favourable to Beijing's Olympic bid.

Difficulty in Communicating with IOC Members Due to New Regulations

The new regulations of the IOC, worked out in December 1999 as a result of the credibility crisis provoked by the Salt Lake City scandal, strictly prohibited the bid committees from visiting any IOC member or inviting any IOC member to visit the Applicant Cities. In effect, many IOC members knew more about the other applicant cities than about Beijing, which required more efforts of Beijing in seeking to establish with the IOC members communication that would prove to be efficient while conforming to the regulations.

Weak Points in Infrastructure and City Management

Many issues needed to be addressed, such as creating a clean environment, reducing traffic congestion, drafting a feasible Olympic venue plan, improving city management and social services, and optimising the foreign language environment.





1.3.3 Launch of the 2008 Games Bid

It was the aspiration of the Chinese people to bid for the 2008 Olympic Games.

In June 1998, the Chinese government decided that a special group be set up by the General Administration of Sport of China and other related ministries and commissions to discuss on the issue. On October 27, a feasibility report was approved, and the Chinese government consented to Beijing's bid for the Games of the XXIX Olympiad in 2008.

On November 25, 1998, with sufficient investigation and preparation, Beijing submitted to the Chinese Olympic Committee (COC) its bid plan, which was approved unanimously on January 6, 1999.

On March 6, 1999, the Beijing

Municipal Government appointed a research team to engage in specific preparations for the bid. On March 31, a coordinating team was set up by the Beijing Municipal Government and the General Administration of Sport of China, responsible for selecting the sites for the Olympic venues.

On April 7, 1999, at the IOC Headquarters in Lausanne, Switzerland, Liu Qi, Mayor of Beijing, accompanied by Wu Shaozu, COC President, presented formally to IOC President Juan Antonio Samaranch, Beijing's bid for the Games of the XXIX Olympiad in 2008.

On September 6, 1999, the Beijing 2008 Olympic Games Bid Committee (BOBICO) was established, and the bid drew up its curtain.

Beijing once again set out on its journey to bidding for the Olympic Games.

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1. The satellite and undersea fibre-optic cable infrastructures in Beijing
2. January 6, 1999 – The Chinese Olympic Committee (COC) met for a plenary session and adopted unanimously Beijing's application for hosting the 2008 Olympic Games





Chapter 2

Concept behind the Bid

“New Beijing, Great Olympics” was the theme slogan and guiding principle of Beijing’s 2008 Olympic bid.

The highlight of the bid was “Green Olympics, High-tech Olympics and People’s Olympics”. The Olympic Games in Beijing would be a “Green Olympics” showcasing the ancient charm and modern vitality of the city. It would be a “High-tech Olympics” taking full advantage of the latest achievements of the technical innovations of China. It would be a “People’s Olympics” realising the harmonious integration of the Olympic spirit and the Chinese culture. Focused on the three concepts, the Olympic Games in Beijing would leave a rich and unique legacy to the city, the country and the world.



The Summer Palace – A UNESCO World Heritage Site

2.1 Concepts: Green Olympics, High-tech Olympics and People's Olympics



"Green Olympics, High-tech Olympics and People's Olympics" were the three concepts for Beijing's 2008 Olympic bid.

2.1.1 Green Olympics

Modern Olympic Movement aims for promoting peace and friendship, calling for harmonious existence between man and nature, and fostering a harmonious society.

In the 1990's, the International Olympic Committee (IOC) listed environment, sport and culture as the three pillars of the Olympic Movement. Environmental protection has hence become one of the crucial factors in assessing the Applicant City's qualifications. *Olympic Movement's Agenda 21*, adopted in Brazil by the IOC in October 1999, was centred on the sustainable development of the Host City.

"Green Olympics" owed its prominence to the ancient Chinese philosophy which has long recognised a connection between sustainable use of the environment

and human existence.

The concept was both in line with the trend of modern Olympic Movement and the policy of Beijing to protect its ecological environment in its modernisation drive.

To achieve this goal, which was integral to the whole process from the planning to the staging of the Beijing Olympic Games, priority was given to the following tasks:

- Making environmental protection a prerequisite in developing Olympic infrastructure and formulating strict ecological standards to guarantee the enforcement.
- Applying eco-friendly and energy-saving technologies, enhancing the appearance of the city, and promoting the development of environment-related industries.
- Raising public awareness of environmental protection and eco-friendly consumption, and encouraging the citizens to help improve the capital's ecological environment to make it a livable human habitat.

Beijing would earmark US\$ 12.2



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1. Children joining in a water-saving campaign
2. Gaobeidian Sewage Treatment Plant in Beijing

billion for environmental protection between 1998 and 2007 to complete 20 key projects. In 2008, air quality in the city's urban area would meet the national standard. The quality of the city's drinking water would meet the standards set by the World Health Organization (WHO). The daily sewage treatment capacity would reach 90 per cent of the wastewater generated, 40 to 50 per cent of which would be reused. 98 per cent of the urban household wastes would be harmlessly disposed. Forest coverage would reach 51 per cent. Eco-friendly design and materials, as well as water and energy saving technologies, would prevail in Olympic venue construction. Beijing would become an environmentally-friendly garden city with blue sky and clean water.

2.1.2 High-tech Olympics

The Olympic Games is a showcase of a nation's high-

tech achievements, which in turn instills ever fresh vitality to this great event. Since the 1980's, Host Cities have been applying cutting-edge technologies to sports venues and facilities, timing and scoring, broadcasting, security and administration, to stage the Olympic Games with greater comfort, convenience, efficiency and security.

The core of "High-tech Olympics" was the mutual promotion of high-tech development and the Olympic Games. A successful Games featuring high technology would incorporate the latest domestic and international technological achievements. At the same time, hosting the Olympic Games would help China, Beijing in particular, upgrade its scientific innovative capability by a big margin.

A "High-tech Olympics" would manifest itself in three aspects:



Preparation Guided by the Scientific Outlook on Development

Scientific methods would be employed in every stage in the preparations of the Olympic Games.

Support to the Games with High-tech Achievements

Scientific methods and reliable technologies would facilitate venue construction, competition management, broadcasting, transport, environmental protection and organisation of major events.

Benefits for the Whole Society

A high-level Olympic Games featuring advanced technology would help the athletes to achieve the best, as well as promoting the overall development of the people. The accomplishment of a "High-tech Olympics" would be popularised in the related fields to accelerate the development of high-tech industries in Beijing and China.

A city with a long history, Beijing has entered a new era of high technology and digitalisation. Its unique status as the capital and its rich resources of science and technology would guarantee the realisation of a "High-tech Olympics".

2.1.3 People's Olympics

The Olympic Games is both a sports event and a cultural gala. Disseminating the Olympic culture and promoting multi-cultural exchanges through participation of the athletes have become an important factor in assessing the Games' impacts.

Beijing's bid adopted "People's Olympics" as one of its major goals. Home for a time-honoured oriental civilisation, China would help promote, under the theme of "harmony, exchange and development", cultural exchanges through various Olympic cultural activities with distinguishing features in its bidding and staging of the Games.

A "People's Olympics" would manifest itself in four aspects:

Distinguishing Features of the People and the Time

The Beijing Olympic Games would promote the mutual enrichment of the Olympic spirit coming from time-honoured Western cultural traditions and the concept of harmony from the Chinese civilisation with a history of more than 5,000 years, bring into effect the Western and Eastern philosophies in sports and other fields, and deepen understanding and friendship between the peoples of the world.



Olympic Image with Chinese Characteristics

The Beijing Olympic Games would help display splendid Chinese historical heritages and Beijing's innovative, open and inclusive cultural environment. It would also enhance the world's knowledge about Chinese history and culture, as well as its beautiful natural scenery.

The Concept of "People First"

The concept of "People First" would be materialised with an "athletes-centered" perspective in planning venues and facilities and providing quality services for all the participants of the Games, including those with a disability. The Games would become an opportunity to promote harmonious development between mankind and nature, healthy interaction

between individuals and society, and appropriate balance between people's mental and physical states. Beijing would spare no effort to build a favourable natural and social environment to satisfy all the Games' participants.

The Olympic Spirit in China

Olympic education programmes would help promote the Olympic spirit in China, especially among the 400 million youths and teenagers, through media coverage, school education and the Olympic Torch Relay. Chinese people were encouraged to live up to the theme of "I Participate, I Contribute, I Enjoy" and to be actively involved in the bidding and staging of the Beijing Olympic Games to make it one with the greatest number of participants in the Olympic history.

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1. Posters to help with the Olympic bid
2. Children participating in the "VISA Olympics Embracing" painting competition showcase their works
3. More than 1000 primary school students form an Olympic bid emblem for a film to publicise the Olympic bid





January 18, 2000 – Final selection of the emblem of Beijing's bid for the 2008 Olympic Games

2.2 Emblem: Chinese Knot



The Beijing Olympic Bid Emblem

As one of the promotional elements, the bid emblem is the artistic interpretation, direct representation and even the powerful sublimity of the bid concept.

Solicitation of Beijing's bid emblem started on September 6, 1999, the day when BOBICO was established. A design competition was held for the Chinese art academies as well as the designers in Taiwan, Hong Kong and Macao.

At the Second BOBICO Plenary Session on February 1, 2000, "Chinese Knot" was approved unanimously as the emblem for Beijing's bid for the 2008 Olympic Games.

The emblem, transformed from the Olympic rings, resembled the shape of a traditional Chinese handicraft known as the "Chinese Knot". It also looked like a person doing *taiji*. The design symbolised grace, harmony, vitality and mobility, as well as unity, cooperation, exchange and development of the people throughout the world in an effort to welcome the new millennium. It clearly expressed the Olympic motto of "Citius, Altius, Fortius" ("Faster, Higher, Stronger"). The emblem was hailed as perfect integration of the Olympic spirit and traditional Chinese culture.

After Beijing won the Candidate City status, the words "Candidate City" and the Olympic Rings were added to the original design with the approval of the IOC.



- | | |
|---|--|
| 1 | 1. October 2000 – Opening Ceremony of the Third Tourism Cultural Festival Beijing with the theme “Bidding for the Games” |
| 2 | 2. Lion dancing under the ancient gate tower to publicise Beijing’s Olympic bid |

2.3 Slogan: New Beijing, Great Olympics



Also at the Second BOBICO Plenary Session on February 1, 2000, “New Beijing, Great Olympics” was chosen as the theme slogan for Beijing’s Olympic bid.

“New Beijing, Great Olympics” crystallised the three concepts of “Green Olympics, High-tech Olympics, and People’s Olympics”, and represented Beijing’s grand blueprint for the Games.

Reform and opening up to the international community has brought about a massive transformation in Beijing, a city with a history of more than 3,000 years and serving as the capital for 800 years. The city has taken on a completely new look as it enters the new century with the citizens looking forward to embracing the athletes and friends from around the world during the Olympic Games.

Modern Olympic Movement has gone through many changes in the past century. If an Olympic Games was held in China, the most populous nation in the world, the Olympic spirit would be greatly reinforced, and a new chapter would be added to the chronicles of the Olympic Movement. A high-level Olympic Games with distinguishing features would leave a unique legacy.

Solicitation of the bid slogan was launched at the same time as the design competition of the emblem began. Between September 6, 1999 and January 10, 2000, BOBICO received more than 30,000 entries in 10,000 letters from Chinese nationals, overseas Chinese as well as international friends.

One university group in Beijing came up with 388 entries. A Beijing family added 118 entries and a worker from China’s Guangxi Zhuang Autonomous Region submitted 126 entries. A staff member at a foreign embassy to China not only faxed in some entries but mailed in his suggestions with registered post.

BOBICO eventually selected five entries for the final contest: “New Beijing, Great Olympics”; “Beijing Looking Forward to the Olympics”; “Colourful Olympics in Beijing”; “Welcome the Olympics to China”; and “From Mount Olympus to the Great Wall”.

“New Beijing, Great Olympics” won out for its simple but clear message to the world. The succinct yet powerful slogan helped not only manifest Beijing’s characteristics and the citizens’ goodwill but also carry forward the Olympic spirit.

The background is a solid blue color with a large, stylized, semi-transparent graphic of a globe and the Olympic rings. The globe is positioned on the left side, and the Olympic rings are on the right side. The rings are in a lighter shade of blue than the background.

Chapter 3

The Bid Process

A massive undertaking, the bid process lasted two years and three months, starting from Beijing's submission of its application to the International Olympic Committee (IOC) on April 7, 1999, to July 13, 2001 when the city was awarded the Games of the XXIX Olympiad.

And it was the effective work of the bid team that made the dream of hosting an Olympic Games come true.



3.1 The 2008 Olympic Games Bid Team



In the initial stage of Beijing’s Olympic bid, top priority was to form a highly professional bid team.

3.1.1 Setting up BOBICO

With the approval of the Chinese Central Government, the Beijing 2008 Olympic Games Bid Committee (BOBICO) was established on September 6, 1999. BOBICO was a professional organisation with independent legal person status (see Appendix 1 “Organisational Structure of BOBICO”).

BOBICO was originally composed of 78 members, and was later expanded to 203 members, among whom 79 (38.9 per cent) were from the Beijing Municipal Government, the General Administration of Sport of China and relevant departments of the Chinese Central Government; 47 (23.2 per cent) were Olympic experts, heads of the International

Federations (IFs), athletes and coaches, and prominent figures from the sports community; 23 (11.3 per cent) were representatives of civic and social organisations and institutions such as the China Disabled Persons’ Federation, and Honorary Citizens of Beijing; 34 (16.7 per cent) were experts on culture, education, and science and technology; and 20 (9.9 per cent) were representatives from the business community.

The governing working body of BOBICO was the Executive Committee which consisted of President, Executive President, Executive Vice-presidents, Senior Advisors, Vice-presidents, Sports Director, Special Assistants to the President, Secretaries General, and Deputy Secretaries General.

Nine departments under BOBICO were responsible for the bid process with respective functions as follows:

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1. September 6, 1999 – The unveiling ceremony for the Beijing 2008 Olympic Games Bid Committee (BOBICO) was held in the Great Hall of the People in Beijing

2. September 1999 to September 2002 – The Beijing 2008 Olympic Games Bid Committee (BOBICO) worked in Hotel Novotel Beijing

Leading Members of the Beijing 2008 Olympic Games Bid Committee (BOBICO)

Name	Position in BOBICO	Time	Position
Liu Qi	President	1999.9-2001.7	Mayor of Beijing
Wu Shaozu	Executive President	1999.9-2000.5	Director of the General Administration of Sport of China; President of the Chinese Olympic Committee
Yuan Weimin	Executive President	2000.5-2001.7	Director of the General Administration of Sport of China; President of the Chinese Olympic Committee
	Executive Vice-president	1999.9-2000.5	Deputy Director of the General Administration of Sport of China; Vice President of the Chinese Olympic Committee
Liu Jingmin	Executive Vice-president	1999.9-2001.7	Vice Mayor of Beijing
Li Zhijian	Executive Vice-president	2000.5-2001.7	President of the All-China Sports Federation; Deputy Minister of the General Administration of Sport of China
	Vice-president	1999.9-2000.5	Deputy Secretary of the Communist Party of China Beijing Municipal Committee
He Zhenliang	Senior Advisor	1999.9-2001.7	Member of the IOC Executive Board; Honorary President of the Chinese Olympic Committee
Wan Siqun	Senior Advisor	2000.11-2001.7	Vice Chairman of the Beijing Municipal Committee of the Chinese People's Political Consultative Conference
Zhang Faqiang	Vice-president	1999.9-2001.7	Deputy Director of the General Administration of Sport of China; Vice President of the Chinese Olympic Committee
Yu Zaiqing	Vice-president	1999.9-2001.7	Deputy Director of the General Administration of Sport of China; Vice President of the Chinese Olympic Committee
Long Xinmin	Vice-president	2000.10-2001.7	Deputy Secretary of the Communist Party of China Beijing Municipal Committee
Lin Wenyi	Vice-president	1999.9-2001.7	Vice Mayor of Beijing
Wang Guangtao	Vice-president	1999.9-2001.7	Vice Mayor of Beijing
Zhang Mao	Vice-president	1999.9-2001.7	Vice Mayor of Beijing
Jiang Xiaoyu	Vice-president	2000.10-2001.7	Deputy Director of the Publicity Department of the Communist Party of China Beijing Municipal Committee
Lou Dapeng	Sports Director	1999.12-2001.7	Vice President of the International Association of Athletics Federations; President of the Chinese Athletic Association
Wei Jizhong	Senior Advisor	1999.12-2000.10	Director of Board of China Sports Industry Co., Ltd.
	Special Assistant to President	2000.10-2001.7	
Wu Jisong	Special Assistant to President	2000.10-2001.7	Director of the Department of Water Resources, Ministry of Water Resources
Tu Mingde	Secretary General	1999.9-2001.7	Secretary General of the Chinese Olympic Committee
Wang Wei	Secretary General	1999.9-2001.7	Deputy Secretary General of the Beijing Municipal Government

General Office

Internal administration and logistics; conference organisation; secretarial work; filing and seal keeping; correspondence and visitations; domestic reception and liaison; coordination between offices; human resource management; *The Bid News* (an internal newsletter); and varied tasks assigned by the Executive Committee.

Research & Analysis

Research into major events and strategies of the bid process; developing overall plan and work flow chart and monitoring their implementation; preparing work report; collecting and processing information; preparing the *Bid Progress* and the *Candidature File*; performing routine tasks of the editorial office.

External Relations

Developing and implementing strategies for external affairs; liaison and communications with the IOC and the international sports organisations; research on and analysis of other bid cities' progress; reception of visiting international guests; and arrangements of international trips for BOBICO staff.

Press & Publicity

Overall strategy concerning domestic and international

press and publicity; guiding principles in news release; design, production and distribution of publicity materials; the *Beijing Olympic Bid* (newsletter); delivery of news reports; liaison with domestic and international news agencies; and management of BOBICO official website.

Sports & Venues

Research on and formulation of the Olympic competition programmes and schedules; cooperating with the Construction & Project Planning Department for the Olympic venue and facilities projects; application to the International Federations (IFs) for confirmation and approval of venues and facilities; and information processing on the construction standards and venue planning of other bid cities.

Construction & Project Planning

General proposals for Olympic venue construction; bid plan for the Olympic Village and major venue designs; coordination concerning environmental protection and transport.

Finance & Marketing

Fund-raising; financial management; overall and detailed budget; sponsorship and donations; manufacturing and sales of official licensed products; marketing; and organising "supporters' contingent".

The Beijing 2008 Olympic Games Bid Committee (BOBICO) at work





Bird's-eye view of Siyuanqiao in Beijing

Technology

Planning for information technology, communications, TV broadcast and artificial intelligence; introduction and application of advanced technology; and development and maintenance of automated office system and intranet.

Environment & Ecosystem

Planning for environmental protection; coordination with the relevant departments, organisations and enterprises to implement Beijing's "Green Olympics

Action Plan"; and study of the Olympic Games environmental impacts.

The first seven departments above were organised in the beginning to carry out the bid work. The Technology Department and the Environment & Ecosystem Department were added later to meet the requirement of the bid process. By July 2001, the staff number of BOBICO had totaled 117 (107 full-time and 10 part-time).

To ensure smooth operation of the bid, BOBICO set up in early November 2000 a panel of more than 200



domestic and foreign experts with diverse professional backgrounds to engage in work concerning sports, environment, transport, planning, architecture, technology, security, medical care, finance, law, culture, education, language, public relations and reception.

3.1.2 Tasks and Principles

Pressing tasks for BOBICO at that moment included:

- Organising an effective and efficient bid team
- Laying down work principles and developing the

bid concepts, emblem and slogan

- Formulating an overall plan for the Olympic Games in conjunction with city planning, economic development and environmental protection of Beijing

Concerted efforts in the initial 100 days yielded substantial results in forming the bid team, improving work conditions, and drafting the venue plan and bid policies.

On January 4, 2000, BOBICO called a meeting, at which Wu Shaozu, BOBICO Executive President, encouraged the team to “bid for the 2008 Olympic Games with

earnest efforts, high morale and great perseverance”.

BOBICO senior management understood that the 2008 Olympic Games bid would see Beijing under increasingly intense competition with a greater number of rival cities, more rigorous procedures and higher standards. Based on past experience, BOBICO put forward five principles to meet the IOC requirements:

- Strictly abiding by the IOC bid rules, making earnest endeavours and aiming for a successful bid.
- Promoting publicity to make the general public

understand the significance of hosting an Olympic Games in Beijing, and to boost global awareness of the openness of Beijing and China

- Bringing into full play the resources of the whole country in support of Beijing to bid for the Games
- Taking every opportunity to promote the bid and doing so within budget
- Allowing the Olympic bid and city development to benefit each other

With greater confidence and determination, Beijing embarked on its second bid for the Olympic Games.



August 30, 2000 – The Beijing 2008 Olympic Games Bid Committee (BOBICO) briefed on Beijing's candidacy for the 2008 Games bid

3.2 *Replies to the Applicant City Questionnaire* and Candidate City Status



Within a specified period of time, Beijing, together with nine other cities, filed applications for hosting the Games of the XXIX Olympiad in 2008. The nine cities were: Bangkok, Istanbul, Kuala Lumpur, Havana, Cairo, Osaka, Paris, Seville, and Toronto. Among them, five are from Asia, three from Europe, two from America, and one from Africa. Beijing would face enormous challenges in the bid process, as six of the rivals are capital cities and four of them are world renowned industrial and commercial centres.

3.2.1 IOC's New Rules

At the turn of the new millennium, the IOC introduced reforms to the selection of the Olympic Games Host City. On February 24, 2000, the IOC met in Lausanne with representatives of the 10 Applicant Cities to explain the new selection procedures. Certain rules were added to complete the three-phase selection process.

Phase One covered the period from February 1 to August 31, 2000, during which each Applicant City must respond in writing to the IOC's *Applicant City Questionnaire*. Then the

IOC would review all the applications and select the "Candidate Cities".

Phase Two started on September 1, 2000 and ended in July 2001. The IOC Evaluation Commission would review the *Candidature Files* submitted by the Candidate Cities and conducted field evaluations, based on which the IOC Executive Board would decide whether the Candidate Cities were eligible for the final selection.

Phase Three was set in mid-July 2001. The IOC would convene its 112th Session in Moscow, at which the Candidate Cities would deliver their final presentations before the voting took place to decide the Host City of the 2008 Olympic Games.

The IOC also imposed new rules for Applicant Cities in Phase One, putting restrictions on publicising, advertising, surveying, visiting and other activities relating to the bid.

To ensure objective assessment in Phase One, the IOC distributed to the 10 Applicant Cities a questionnaire including 22 questions on six themes. Requirements on the replies to the questionnaire also specified the style,



November 25, 1998 – Jia Qinglin, Mayor of Beijing (Left), submitted to Wu Shaozu, President of the Chinese Olympic Committee (COC), Beijing's bid application for the 2008 Olympic Games

format, printing, layout and binding. For instance, each questionnaire was required to contain four maps and two tables and no videos should be attached. Since the questions touched on a wide array of issues and there was only one page for answering each question, replies must be in-depth yet succinct.

As required, *Replies to the Applicant City Questionnaire* must be sent back to the IOC before June 20, 2000. An IOC expert panel then analysed the replies before the IOC Executive Board decided which applicants should become Candidate Cities.

3.2.2 Completion of the IOC Questionnaire

The questionnaire included 22 questions on six themes:

- Motivation and concept
- Political and public support
- General infrastructure

- Sports infrastructure
- Logistics and experience
- Financing

BOBICO attached great importance to the *Replies to the Applicant City Questionnaire*, and prepared it with the goal of "making satisfactory answers to win the candidature".

BOBICO clearly understood that submission of the *Replies* was an opportunity for Beijing to promote the bid concepts, demonstrate its comprehensive strength, and express its firm commitment. Therefore, an expert panel was organised, headed by Liu Jingmin, BOBICO Executive Vice-president, to develop the replies in line with a rigorous work schedule.

The panel was composed of distinguished Olympic experts and experts from other fields. In about 100 days, they held dozens of seminars to discuss the draft and improve the *Replies*, during which valuable views were solicited from many Chinese and international advisors on style, content, diction, layout and binding. The Chinese version was revised more than 10 times and the English and French versions more than 20 times to the final edition.

The concise and succinct *Replies* not only fully revealed Beijing's sincere wishes for and capabilities of hosting the Olympic Games, but also highlighted the slogan of "New Beijing, Great Olympics" and the concepts of "Green Olympics, High-tech Olympics, and People's Olympics".



April 7, 1999 – Liu Qi officially presented to Samaranch at the IOC headquarters Beijing's bid application for the 2008 Games

On June 19, 2000, BOBICO officials made a special trip to Lausanne to submit 50 copies of the *Replies to the Applicant City Questionnaire* to the IOC for further evaluation by a 17-member IOC expert panel.

3.2.3 Selection as Candidate City

On August 28, 2000, the IOC held a press conference in Lausanne, Switzerland, and announced that Beijing was selected, along with Paris, Osaka, Toronto and Istanbul, as Candidate City for hosting the 2008 Olympic Games.

Winning the Candidate City status greatly inspired the Chinese people and proved the viability and effectiveness of BOBICO's efforts in Phase One. It also ushered in Phase Two of the bid.

Though several cities withdrew, the other cities would pose even greater challenges to Beijing.

On August 29, the IOC released the *Manual for Candidate Cities for the Games of the XXIX Olympiad 2008*, which comprised three parts: Part One introduced the candidature procedures and schedules, and reiterated the rules to be followed in Phase Two; Part Two specified how to compile the *Candidature File*; and Part Three gave as appendices the *Olympic*

Charter, the Letter of Commitment, the *Host City Contract* and its attachment, as well as the IFs rules and Paralympic rules. All this has provided explicit guidance to the Candidate Cities for their further efforts in the bid.

BOBICO then called a mobilisation meeting to set forth plans for Phase Two. The Beijing Municipal Government also convened a meeting to rally public and government support, putting forward that the Olympic bid should be given top priority and that BOBICO members and government officials should heighten their "Olympic Bid Awareness" and serve as "Olympic Bid Envoys".

In this context, publicity campaign was intensified in response to the IOC rules to draw support for Beijing's bid. Beijing's recent development and the bid concepts were highlighted to the worldwide press. Media was also marshaled at home to help the Chinese people know more about the Olympic Movement, the progress of Beijing's bid and the significance of hosting an Olympic Games in China.

3.2.4 Approval from the IFs

Required by the IOC, BOBICO, after Beijing's gaining the candidature, invited the International Federations (IFs)

to make evaluation visits to Beijing of venues, facilities and sports schedules geared to the 2008 Olympic Games.

From mid-October to the end of December 2000, BOBICO received 44 officials from 26 IFs. A reception office was set up to facilitate IFs evaluation visits.

During the visits, IFs officials evaluated BOBICO's overall sports plan and the detailed arrangements for the Olympic Games, inspected the existing sports venues and facilities, and reviewed the new venue plans.

Taking into account the new technical standards and special features of each sport, IFs officials also raised pertinent questions and offered valuable suggestions, most of which were given definite response. The officials were favourably impressed with BOBICO's bid efforts.

The International Weightlifting Federation (IWF), after hearing BOBICO's presentation during the IWF session, stated that there was no need for an IWF evaluation

visit to Beijing, since the venue and facilities all met the requirements, so did the International Association Football Federation (FIFA) after reviewing the technical data submitted by BOBICO.

By January 25, 2001, BOBICO had received letters of approval from all the 28 IFs of Beijing's overall Olympic plan. The IFs officials were also impressed by the city's rapid development. One of the officials even exclaimed that Beijing would present a brand new look "only in the blink of an eye".

3.2.5 External Publicity and Liaison

To promote external publicity and liaison, BOBICO drew up corresponding principles, i.e., going to great lengths within the IOC's bid framework to publicise Beijing's bid, build up its international reputation, and enhance IOC members' knowledge of Beijing and China to win their support.

The following efforts, guided by these principles,





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1. Original draft design of the National Stadium

2. December 16, 2000 – Yuan Weimin, Executive President of the Beijing 2008 Olympic Games Bid Committee (BOBICO), met with Mustapha Larfaoui, President of the International Swimming Federation(FINA)

3. Original draft design of the National Stadium and the National Indoor Stadium





Liu Qi and Li Zhijian visit the exhibition of the designing plans for the Beijing International Exhibition Centre of Sports

greatly accelerated the bid progress.

During the Sydney Olympic Games in September 2000, the Chinese Olympic delegation achieved a new breakthrough, ranking the third on the medal tally. Also, with no one failing any of the 117 doping tests, Chinese athletes set a good example of fair play and sportsmanship. The international community praised the Chinese delegation for their superb performance, which added to a favourable environment for Beijing's Olympic bid.

Also during the Sydney Olympic Games, Chinese President Jiang Zemin wrote to IOC President Samaranch, reiterating China's stance on backing up the "Olympic Truce" and pledging that with the support of the Chinese government and the people, Beijing "will work very hard and will surely make the Games of the XXIX Olympiad an extraordinary success". Jiang's sincere support for Beijing's bid was highly appreciated by President Samaranch and other IOC members.

As arranged by the IOC, BOBICO staged during the Sydney Olympic Games an exhibition about Beijing's Olympic bid at the IOC headquarters hotel, as well as a press conference in the Main Press Centre. A cocktail reception was also held to receive some 40 IOC members, most of whom were on the Executive Board.

In December 2000, BOBICO President Liu Qi went to Lausanne to brief the IOC Executive Board on Beijing's bid concepts and organisational capability.

As it was the first time the five Candidate Cities presented together at the IOC Executive Board meeting, BOBICO took this excellent opportunity to communicate directly with the Executive Board, and successfully demonstrated the feasibility of Beijing's overall Olympic plan.

3.3 Compilation and Submission of the *Candidature File*



Compilation and submission of the *Candidature File* comprised the major tasks in Phase 2 of Beijing's bid.

In bidding for the 2008 Olympic Games, Candidate Cities and countries showcased their own strength and distinction, while their respective *Candidature Files* were known as their "Master Plan" for organising the Games.

New Host City selection rules prohibited exchange of visits between IOC members and the Candidate Cities, and the *Candidature File* thus became a key factor to the selection of the Olympic Host City.

3.3.1 Contents

Beijing's *Candidature File* began with letters of support by Jiang Zemin, then Chinese President, and Zhu Rongji, then Premier of the State Council, and letters of commitment by Liu Qi, then Mayor of Beijing, and Yuan Weimin, then President of the Chinese Olympic Committee and Director of the General Administration of Sport of China. The *Candidature File* was composed of three volumes with 18 themes:

Volume I introduced six themes: national, regional and Candidate City characteristics; legal aspects; customs and immigration formalities; environment protection and meteorology; finance; and marketing.

Volume II included four themes: general sports concept; sports venues; the Paralympic Games; and the Olympic Village.

Volume III covered eight themes: medical services; security; accommodation; transport; technology; communications and media services; Olympism and culture; and letters of commitment.

With the latest data provided by the Beijing Municipal Government and the Chinese Central Government, the *Candidature File* became an encyclopedia outlining the future development of Beijing and China, covering areas such as politics, economy, culture, sports and city development.

In meeting the requirements of the IOC, elaborations were made on the specific plans to prove reliability and feasibility concerning the financial resources for and the construction schedule of the competition venues and the Olympic Village.

3.3.2 Compiling

The 596-page *Candidature File* consisted of more than 200,000 Chinese characters. It was then translated into French and English. The one-year preparation of the *File* involved participation of more than 200 staff from 18 different institutions, as well as support from another 87 institutes, and went through three stages:



Candidature File of Beijing for the 2008 Olympic Games Bid

Planning

Planning of the *Candidature File* began in early 2000. In July, a leading group was formed, headed by Liu Jingmin, BOBICO Executive Vice President, and an editorial office was set up. Then a comprehensive working plan with specific timetables for completion was drawn.

Writing

Writing began in September 2000 upon the release of the *Manual for Candidate Cities for the Games of the XXIX Olympiad 2008*. A team was set up in each department of BOBICO and experts were invited to help with different themes. The teams collected data and wrote the first drafts, which were revised and finalised by the chief editors from the editorial office.

Translating

Late in December 2000, the English and French versions of the *Candidature File* were completed by translators from Beijing Foreign Studies University and Foreign Language Teaching and Research Press. The translated versions were then proofread by the Olympic experts well versed in English and French.

In November 2000, work on the cover, format design and printing of the *Candidature File* was taken up by the professional companies selected through bidding.

3.3.3 Special Features

The *Candidature File* highlighted the vision, resources, capabilities and support that Beijing had in its bid for the Olympic Games. It included a comprehensive and detailed analysis of each of the 18 themes, with measures proposed to deal with environment and transport issues which were IOC's major concerns.

The *Candidature File* vividly illustrated with professionalism and integration Beijing's great expectations of and elaborate preparations for the Olympic bid. The city's competence was demonstrated in the ambitious commitments backed with feasible action plans.

Green Olympics Action Plan

By 2007, Beijing would pump US\$ 12.2 billion into 20 major projects to improve its environment.

By 2005, three "green ecological screens" were to take shape: forests covering 70 per cent of the mountain



BOBICO officials discuss and revise the *Candidature File*

areas, some 23,000 hectares of trees and grasslands along the banks of the five rivers and the sides of the ten highways, and 12,000 hectares of green corridors in Beijing's urban areas.

By 2008, 98 per cent of the city's solid wastes would be harmlessly treated.

By 2008, more than 90 per cent of the city's sewage water would be treated and 40 to 50 per cent of it reused.

By 2008, 90 per cent of the buses and 70 per cent of the taxis in Beijing would be powered by clean fuels.

By 2008, 80 to 90 per cent of the street lamps around the Olympic venues would be solar-powered.

By 2008, all major polluting factories would be removed from the urban areas.

High-tech Olympics Action Plan

An intelligent transport control system with GPS devices would be put in place to relieve traffic congestions and reduce pollution caused by the traffic.

By 2008, Beijing would have seven subway lines, with a total mileage reaching 191.9 kilometres, and the daily transport capacity would grow from the current 1.3 million people to 2.66 million. Daily transport capacity of shuttle buses would rise from 9.86 million people to 19.5 million.

The Olympic Village would become a model of sustainable development of environment, technology, and telecommunications for Beijing, China and the world.

Nanotechnology would be applied to producing construction materials with enhanced ability to resist bacteria and aging and to decompose harmful gases.

Vacuum glass tubes would be used for solar energy collection, supplying 90 per cent of the hot shower water during Games time.

People's Olympics Action Plan

US\$ 38 million would be invested into cultural relic protection.

Public educational programmes were to be initiated between 2001 and 2008 to educate the 1.25 billion Chinese people, in particular 400 million youths and teenagers, about the Olympic spirit.

US\$ 100 million would be spent between 2005 and 2008 on cultural activities.

The 32 Competition Venues in Beijing Close to the Olympic Village

14 venues would be within five minutes' drive from the Olympic Village.

10 other venues would be reached by car within 20 minutes.



The remaining eight venues would be within 30 minutes' drive.

Round-Trip Traveling Costs for the NOCs' Delegations

Beijing Organising Committee for the Games of the XXIX Olympiad (BOCOG) would cover the round-trip air tickets, in Economy Class, for all delegations participating in the 2008 Olympic and Paralympic Games from the capital city or the designated airport of departure to the Beijing Capital International Airport. The budget would be US\$ 30 million.

3.3.4 Submission of the *Candidature File*

On January 17, 2001, BOBICO officials submitted 70 copies of the *Candidature File* in English and French to the IOC headquarters in Lausanne. Upon confirmation of the IOC, BOBICO mailed another 179 copies to IOC members and honorary members, NOCs, IFs, and continental associations of NOCs. The submission was completed on January 31, 2001.

The IOC Evaluation Commission for the Games of the XXIX Olympiad paid an inspection visit to Beijing in February 2001, and on May 15, issued a report on the five Candidate Cities, which would be of crucial importance in deciding the host city of the 2008 Olympic Games.

3.4 The Evaluation Commission Visit



From February 21 to 24, 2001, the IOC Evaluation Commission for the Games of the XXIX Olympiad, led by Hein Verbruggen, IOC member and President of the International Cycling Union (UCI), paid a four-day visit to Beijing.

With the implementation of the new application rules, the inspection tour was the only opportunity for the IOC to gather comprehensive and firsthand information of each Candidate City. The Commission would verify the data provided in a city's *Candidature File* and assess the feasibility of its Olympic plans. An overall risk assessment would also be conducted. The result of the evaluation would be of crucial importance to the Host City selection.

to showcase Beijing's development and capabilities, and its aspirations for and commitment to the Games."

To fully prepare for the inspection, BOBICO appointed a leading panel in December 2000 for the upcoming visit of the Evaluation Commission.

Under the panel were five functional groups in charge of presentation, reception, logistics, media services, and security.

The following tasks were undertaken simultaneously:

- Writing and translating the presentation speech on each theme
- Designing PowerPoint slides
- Producing promotional video clips
- Preparing answers to possible questions on each theme
- Compiling supporting documents for the presentation on each theme

In addition, an advisory panel was organised in November 2000, subordinating eight expert groups who provided professional expertise on the issues concerning

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1. Designing and printing the *Candidature File*

2. Wang Wei, Secretary General of BOBICO, submit the *Candidature File* to the IOC headquarters in Lausanne

3.4.1 Preparation

Beijing was the first stop of the IOC evaluation tour. Just as BOBICO President Liu Qi said, "we see this evaluation visit not only as a test but also as an excellent opportunity



The IOC Evaluation Commission pay an inspection visit in Beijing



international politics, environment, information system, security, public hygiene, transport, sports venues, reception, and budget.

3.4.2 Reception Arrangements

The IOC Evaluation Commission was composed of 17 members, led by Hein Verbruggen from the Netherlands, who was Chairman of the Commission, and Gilbert Felli from Switzerland, who was Vice Chairman of the Commission and IOC Sports Director.

Other members of the Commission included two IOC members, three representatives from the IFs and three representatives from the NOCs, one athlete representative, one member of the International Paralympic Committee (IPC), two technical experts and three IOC working staff.

On the first day of the inspection, Chinese President Jiang Zemin met with the members of the Evaluation Commission and reiterated the unwavering support of the Chinese government for Beijing's bid.

In the following mornings, the Commission members listened to BOBICO's presentations on the 17 themes in the *Candidature File* and the answers to more than 200 questions raised by the members. They also toured the city every afternoon, inspected 23 sites, including Olympic venues, environmental facilities, hospitals, telecommunications facilities, media centres, communities, schools and cultural centres.

In their four-day visit to the Chinese capital, the IOC Evaluation Commission gave high marks to Beijing's presentations, Q&A, reception arrangements, and security.

Wherever they were, members of the Evaluation Commission could feel Beijing citizens' passion for the Olympic spirit, and their tremendous enthusiasm and the whole-hearted support for the Olympic bid.

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1. February 21, 2001 – Chinese President Jiang Zemin met with Hein Verbruggen, Chairman of the IOC Evaluation Commission

2. February 2001 – Experts from Canberra and Atlanta and the BOBICO presentation group prepared for the upcoming visit of the IOC Evaluation Commission







Members of the IOC Evaluation Commission with the students of Beijing No. 4 Middle School

At a press conference, Hein Verbruggen, Chairman of the Evaluation Commission, told the reporters that he was impressed by the strong public support for Beijing's bid and that the findings of the Commission poll were very close to those presented by BOBICO – a Gallup survey for BOBICO had shown that 94.9 per cent of Beijing residents supported the city's Olympic bid, while the result of the independent poll conducted by the Evaluation Commission was 96.4 per cent.

The tour of the IOC Evaluation Commission in Beijing turned out to be a focus of the media from home and abroad. With excellent services, BOBICO won the understanding and cooperation of foreign media.

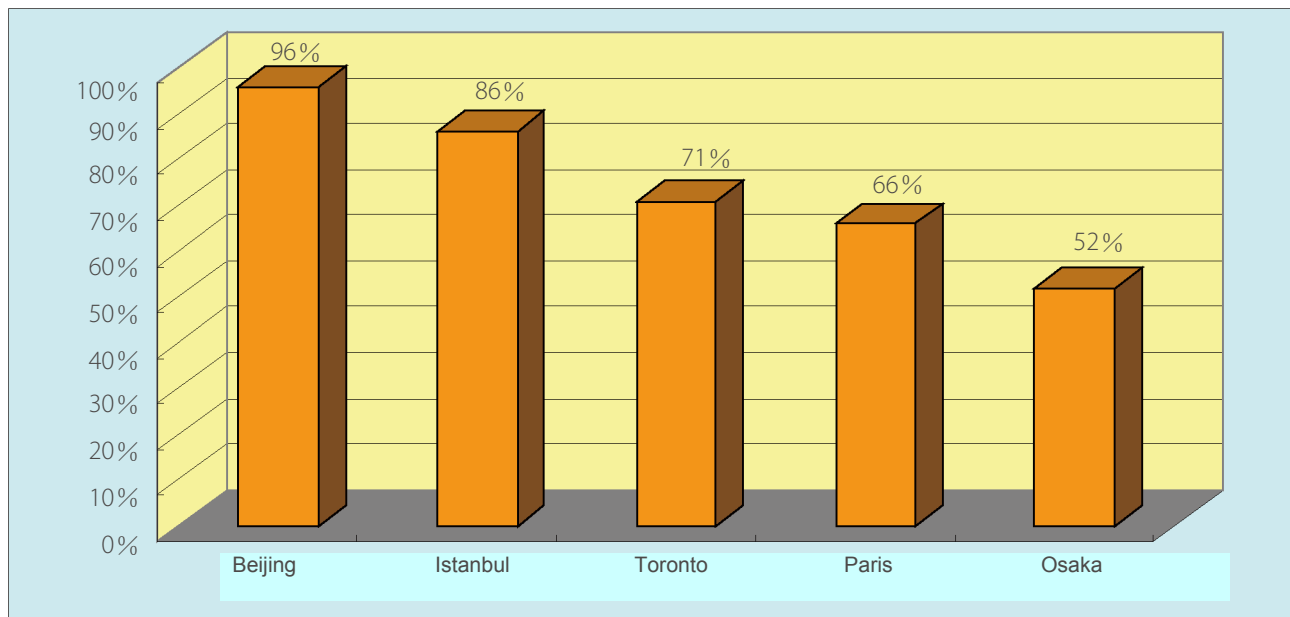
For the convenience of coverage, BOBICO invited from the worldwide media 20 reporters everyday as representatives to accompany the Evaluation Commission.

The information they gathered would be shared by over 300 reporters. BOBICO also held a news briefing every evening, releasing information about the presentations and the evaluation tour of the day. China Central Television Station (CCTV) provided free satellite coverage of the latest news to all the TV stations in the world.

International correspondents commented that BOBICO's media services during the visit of the IOC Evaluation Commission were of "fairness, transparency, warmth, and thoughtfulness". Most of the mainstream media gave fair and objective reports to the IOC's inspection and Beijing's bid work.

3.4.3 Report of the Evaluation Commission

On May 15, 2001, the IOC Evaluation



Public support of the bid cities (data from *the Report of the IOC Evaluation Commission for the Games of the XXIX Olympiad in 2008*)

Members of the IOC Evaluation Commission visit a "green residential area" in Beijing





February 21 to 24, 2001 – The IOC Evaluation Commission heard BOBICO's presentations in Beijing Hotel

Commission released the *Report of the IOC Evaluation Commission for the Games of the XXIX Olympiad in 2008*. The most valuable information in the *Report* for Beijing was, "a Beijing Games would leave a unique legacy to China and to sport and the Commission is confident that Beijing could organise an excellent Games."

The *Report* analysed the feasibilities of the plans proposed in Beijing's *Candidature File*, made an overall risk assessment of the possible difficulties and challenges that Beijing might face before and during the 2008 Olympic Games, and offered some constructive suggestions accordingly.

In the *Report*, the IOC Evaluation Commission expressed strong confidence in Beijing's capability of hosting an Olympic Games in 2008 in the following eight aspects:

- Of all the Candidate Cities, Beijing enjoyed the greatest public support for the Olympic Games. The rate of public support revealed in the IOC's poll was even higher than that of the BOBICO's.
- Beijing had substantial guarantees from both the Chinese Central Government and the Municipal Government for the construction of sports venues and additional infrastructure. The budget was viable and sound.
- Beijing's bid had full support from the government, and was well prepared. The presentations were convincing, and the sports concept and the programmes were well developed.
- China's strong government support was conducive to utilising the resources and to safeguarding a smooth and risk-free Olympic Games.
- The Olympic Games would be a major business opportunity for the fast expanding market of Beijing, and would enhance the Olympic brand.
- Beijing had the experience in hosting major international and multi-sport events, and BOBICO had made good use of the experience gained in the bid for the 2000 Olympic Games.
- The overall plan for the Olympic Green and the Olympic Village was in compliance with the IOC's technical requirements and was regarded by the Commission as innovative and well thought-out with high quality services for the

athletes.

- A Beijing Olympic Games in keeping with the interests of the Olympic Family, in particular the athletes, would leave an invaluable and unique legacy to Beijing and China. At the same time, the Evaluation Commission also pointed out in the *Report* "the minor deficiencies" to be resolved in Beijing:

- Beijing had a significant air pollution problem, which had been recognised in the government's commitment to improving its air quality and in its comprehensive policy of environmental protection. The result would be a major environmental legacy left by the Olympic Games.

- The Commission was aware of the daily traffic congestions in Beijing. Yet it believed that the extent of government traffic control, a

comprehensive transport scheme during Games time, and the on-going major infrastructure improvement, would help alleviate the problems involved.

- The overall presence of strong governmental control and support was healthy. However, care should be taken to ensure that the work of the Games' Organising Committee should not be interfered into and efficiency not lowered with government involvement.

- The competition sites for handball, mountain bike cycling, triathlon and beach volleyball were subject to further review.

- Difficulties existed in providing proper equine quarantine measures to satisfy the Office International des Epizooties (OIE) and the European Union regulations including re-exporting of horses.



The IOC Evaluation Commission visit the National Olympic Sports Centre in Beijing



July 10, 2001 – A Chinese government delegation headed by Li Lanqing, Vice Premier and member of the Standing Committee of the Communist Party of China Political Bureau, arrived in Moscow for the 112th IOC Plenary Session and was welcomed by the Chinese residing in Moscow and representatives of the Moscow-based Chinese businesses

- Participants of the Olympic Youth Camp had to contribute a fee of US\$ 40 per day to cover the cost of the stay, while it was US\$ 25 for Istanbul and free for other Candidate Cities.

On the whole, among the five Candidate Cities, the Evaluation Commission had a high opinion of the bids of Beijing, Paris and Toronto, and rated them as “excellent”. The Commission deemed that none of the three cities would present any major risk and that they would be able to “organise an excellent Olympic Games in 2008”.

To show its sincerity, BOBICO wrote to the IOC on May 20, 2001 regarding the release of the *Report of the IOC Evaluation Commission for the Games of the XXIX Olympiad in 2008*. In the letter, BOBICO thanked the IOC for the objective comments on Beijing and reiterated its commitments to venue construction, environmental protection and transport improvement. BOBICO also put forward new proposals for the competition venues for handball, mountain bike cycling, triathlon and beach volleyball, and made new commitments on the issues of hotel reservation and the fee of the Olympic Youth Camp.

3.5 The 112th IOC Session in Moscow



The presentation at the 112th IOC Session in Moscow would be the last opportunity for the Candidate Cities to promote their bids. BOBICO was to demonstrate to IOC members Beijing's notable features within a one-hour period.

3.5.1 Run-up to Moscow

Less than two months was left before the IOC voting on July 13, 2001, and Beijing took the time to make the final preparations for the Host City selection in Moscow.

3.5.1.1 Shaping Favourable Public Opinion

Within the IOC's bid framework, BOBICO took the following practical and effective measures:

- Holding regular press conferences to publicise bid news to more than 300 international news agencies based in Beijing
- Inviting Olympic reporters and freelancers of the major international media to visit Beijing
- Updating the BOBICO official website with the latest news on a daily basis
- Engaging world-renowned public relations

companies with the aim of facilitating the communications between BOBICO and the global media

BOBICO's innovative efforts generated measurable worldwide media coverage of its activities, 60 per cent of which was positive. Many foreign journalists who came to Beijing at BOBICO's invitation were impressed by the citizens' enthusiasm for the bid.

Reporters who came to Beijing for the first time were amazed to find that the city was such an international metropolis and the Chinese people were so kind. Their impressions of Beijing were quite different from what they used to have from the media.

3.5.1.2 Focusing on IOC Members

Up to the 112th IOC Session, there were altogether 122 IOC members from 79 countries and regions, most of whom had never been to Beijing.

Within the IOC's bid framework, BOBICO made extensive contacts with IOC members through relevant meetings and competition events held by the Olympic Family, and distributed copies of the *Beijing Bid Newsletter* and other brochures to them



June 23, 2001 – World-famous opera tenors Placido Domingo (Left), Jose Carreras (Middle) and Luciano Pavarotti (Right), sang their support for Beijing's Olympic bid in the Forbidden City in Beijing

to maximize their knowledge about the city. BOBICO's sincerity and acceptable manners won high acclaim from many of the members.

3.5.1.3 Climax of Beijing's Bid Efforts

On June 19, 2001, BOBICO invited some 40 Olympic gold medalists from home and abroad to gather in Jun Wang Fu Hotel in Beijing to celebrate the upcoming International Olympic Day.

On the same day, BOBICO declared that, as a special gift to all Olympic athletes, Jun Wang Fu Hotel would be designated as an Olympic Champions' Club.

On June 23, 2001, the International Olympic Day, Luciano Pavarotti, Placido Domingo and Jose Carreras, the top three tenors in the world, held a grand concert in the square in front of the Meridian Gate of the Forbidden City to offer their support to a Beijing Olympic Games in 2008. Tens of thousands of Chinese and international opera fans attended the concert, and some 3.3 billion people in more than 110

countries and regions watched the TV live broadcast of the magnificent performance.

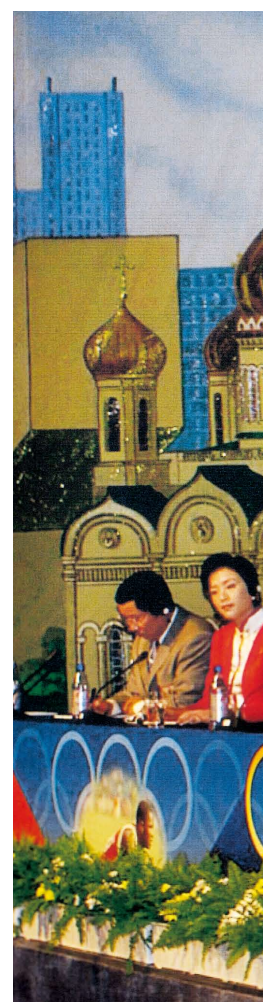
Beijing's all-out efforts justified the comment made by the IOC Evaluation Commission: "a Beijing Games would leave a unique legacy to China and to sport."

3.5.2 Arrival in Moscow

On July 13, 2001, the 112th IOC Session would open at the World Trade Centre in Moscow. The IOC members were going to listen to the presentations by the bid delegations from the five Candidate Cities and to decide by a ballot which city would host the 2008 Olympic Games.

Beijing sent its delegation of 219 members, including Li Lanqing (Honorary Director), Liu Qi (Director), and Yuan Weimin (Deputy Director).

Upon arrival in Moscow, the delegation immediately called upon Juan Antonio Samaranch, then IOC President, as well as





several other leading IOC officials from various continents. Samaranch encouraged the Chinese friends to “work hard to the last minute”.

Starting from July 8, the Beijing delegation rehearsed daily in an endeavour to perfect the bid presentation. Members learned the procedures by heart so as to smooth the transition between presenters, slides and video clips. They also simulated the scenario of the 15-minute Q&A session. In addition, the basic tone was set to make the presentation clear, reasonable, emotive and impressive.

At the IOC's request, the Beijing bid delegation set up a booth on the second floor of the main conference hall to promote its bid slogan of “New Beijing, Great Olympics”. Sizing up the situation, the delegation employed a low-profile strategy of responding to the media tersely and accurately, making every effort to conduct the promotional campaign in a proper manner, so as to enhance Beijing's image.

At noon on July 12, the delegation staged a news conference. The 500-odd-seat conference hall was filled to capacity. Promotional video clips and keynote

speeches lasted for an accuracy of 10 minutes to leave the longest time possible for Q&A. During the conference, the delegation was applauded numerous rounds for its composure, confidence and sincerity.

3.5.3 Presentation at the 112th IOC Session

At 9:00 a.m. on July 13, 2001, the 112th IOC Session was declared open and the decisive moment finally arrived. Following the order determined by the drawing of lots during the Sydney Olympic Games, each of the five Candidate Cities was given one hour for presentation and Q&A session.

After the presentations by Osaka, Paris and Toronto, with the promotional video clips shown on the screen, nine presenters and 50 observers of the Beijing bid delegation, led by Vice Premier Li Lanqing, filed confidently into the hall at 3:08 p.m. President Samaranch made a brief introduction, and then the Chinese delegation began delivering its presentation speeches.

Li Lanqing first reaffirmed that the Chinese

July 13, 2001 – The IOC met in Moscow for its 112th Plenary Session to select the Host City for the Games of the XXIX Olympiad. In the picture, the presentation group of the Beijing Candidate City Delegation is on the rostrum





July 13, 2001 – Li Lanqing delivered a speech as BOBICO's presentation started at 15:10 Moscow Time

government would stand firmly behind Beijing in its hosting the 2008 Olympic Games. BOBICO President Liu Qi, proceeding from the unique legacy the Games would leave to China and to sport, reiterated the concepts of Beijing's bid and the city's capabilities of and commitment to hosting a high-level Olympic Games. Yuan Weimin reflected on his 40-year involvement in sports and shared the great passion of the Chinese people for the Olympic ideals. He also made the solemn commitment that the Chinese Olympic Committee (COC) would strictly carry out all IOC anti-doping practices. The first section of the presentation was brought to a close with the promotional film "Chinese People and Beijing".

The second section centred on venue construction and infrastructure development. Lou Dapeng introduced to IOC members the overall plan for sports and venues. Wang Wei further elaborated on the infrastructure development plan of the capital, including the key projects that would be carried out for the Games. Then a film was shown featuring "Beijing's Infrastructure Development and Sports Venues".

The third section of the presentation was conducted

in a relaxed atmosphere. Deng Yaping and Yang Ling, representing the Chinese athletes, expressed their wishes to experience a great Olympic Games in Beijing and to welcome the athletes from all over the world. Yang Lan shared the efforts of Beijing and the whole country to spread the Olympic culture. She also announced that the Olympic flame would for the first time be brought atop Mt. Qomolangma (the Everest) during the Torch Relay. He Zhenliang, a senior Olympic expert, addressed his attachment to the Olympics as well as the Chinese people's burning passion to realise the Olympic dreams, reiterating the significance of Beijing's hosting the 2008 Olympic Games. The emotive presentation climaxed with the film entitled "Chinese People's Passion for the Olympic Ideals".

In the following Q&A session, Wang Wei, Lou Dapeng, Liao Sau-tung, Yuan Weimin and Tu Mingde answered questions raised by the IOC members concerning environment, urban transport, venue construction, language services, anti-doping programme and the competition site for beach volleyball. The speeches and Q&A, featuring the passion of the Chinese people, touched the hearts of everyone in the presentation hall.

Presenters of Beijing's Bid at the 112th IOC Session

Name	Theme of Presentation	Position
Li Lanqing	Chinese Central Government's support and commitment	Vice Premier of the State Council of the People's Republic of China
Liu Qi	Beijing's capabilities and commitment	Mayor of Beijing; BOBICO President
Yuan Weimin	Support of the Chinese Olympic Committee	Director of the General Administration of Sport of China; President of the Chinese Olympic Committee
Lou Dapeng	Beijing's overall competition programme and venue plan	Vice President of the International Association of Athletics Federations (IAAF); BOBICO Sports Director
Wang Wei	Beijing's infrastructure and technical conditions	Secretary General of BOBICO; Deputy Secretary General of the Beijing Municipal Government
Deng Yaping	Chinese athletes' dream for hosting the Olympic Games	Olympic Gold Medalist in Table Tennis; Goodwill Ambassador for Beijing Olympic Games Bid
Yang Ling		Olympic Gold Medalist in Shooting; BOBICO member
Yang Lan	Olympic culture and education	Prominent TV Hostess; Goodwill Ambassador for Beijing Olympic Games Bid
He Zhenliang	Historic significance of IOC's Host City award to China	Member of the IOC Executive Board; Senior Advisor of BOBICO



Liu Qi



Yuan Weimin



Lou Dapeng



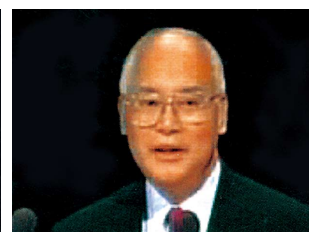
Wang Wei



Deng Yaping and Yang Ling



Yang Lan



He Zhenliang

Presenters of Beijing's bid at the 112th IOC Session



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1. At 18:08 Moscow Time (22:08 Beijing Time), Juan Antonio Samaranch, President of the International Olympic Committee (IOC), announced Beijing was awarded the right to host the Games of the XXIX Olympiad
2. The BOBICO delegation cheering and jumping for joy upon Samaranch's announcement of Beijing's victory

3.5.4 Victory in the Second Round

At 6:00 p.m. Moscow Time, the first round of voting began.

In accordance with the IOC's Host City selection procedures, the IOC President and members from a country that has a city vying for Host City status cannot vote. Thus, there were 103 voters in the first round. Beijing took the lead with 44 votes, but did not receive a majority.

The second round of voting, in which the number of

voters increased to 105, finished at 6:08 p.m. Three minutes later, President Samaranch announced that "The Games of the XXIX Olympiad are awarded to the city of Beijing."

Cheers erupted among the members of the Beijing Delegation, who jumped for joy and hugged each other. Many IOC members also came up to extend their congratulations. The Chinese journalists and reporters, who had been waiting for the result in the main press centre nearby, also leaped high into the air at the news, bursting into tears of joy.

2008 Olympic Games Bid Vote Results (July 13, 2001)

City	Name of the NOC	Round 1	Round 2
Beijing	 China	44	56
Toronto	 Canada	20	22
Istanbul	 Turkey	17	9
Paris	 France	15	18
Osaka	 Japan	6	-



The newsletter issued later by the IOC revealed that Beijing scored a convincing victory with 56 votes in the second round.

The news of victory was transmitted back to Beijing and immediately sparked the jubilation of the entire nation.

The China Millennium Monument became an epitome for Chinese people's rapturous celebration, where more than 6,000 university students, vigorous and impassioned, shouted with triumphant delight and waved joyously the colourful flags that lighted up the night sky.

Minutes later, senior Chinese leaders including Jiang Zemin, Li Peng, Zhu Rongji, Li Ruihuan, Hu Jintao and Wei Jianxing joined the celebration with the students, athletes and people from all walks of life.

Chinese President Jiang Zemin delivered a brief speech in which he extended his congratulations on Beijing's success and his tribute to the Chinese people's contribution to Beijing's Olympic bid. He also thanked the IOC and friends from all over the world for their support, and invited the world, on behalf of the Chinese people, to come to Beijing in 2008 for the Olympic Games.

Afterwards, President Jiang Zemin and other senior leaders drove through the jubilant city to the Tian'anmen Square, greeting the 400,000 citizens who had already gathered and started the party. People in the square were thrilled with happiness, dancing impromptu jigs and shedding tears of ecstasy.

The Chinese leaders then mounted the Tian'anmen and stepped out on the rostrum, beaming at the spectacular night view of ceaseless fireworks and

countless floodlights across the town and celebratory high jinks underway. The whole city was immersed in joy.

The news of victory spread instantly throughout the nation, inspiring every single soul on the land. Chinese people's dream of hosting the Olympic Games finally came true, and their feelings of pride in their nation rose to an unprecedented height.

In 1908, the Chinese people first expressed their wishes to host an Olympic Games. Now they were finally awarded the event in Beijing in 2008. History had kept them waiting for a century to fulfill this dream.

Chinese people's burning passion for the Olympic Movement also touched the world. Many countries and regions sent their sincere and warm congratulations to China on Beijing's success in the bid for the 2008 Olympic Games.



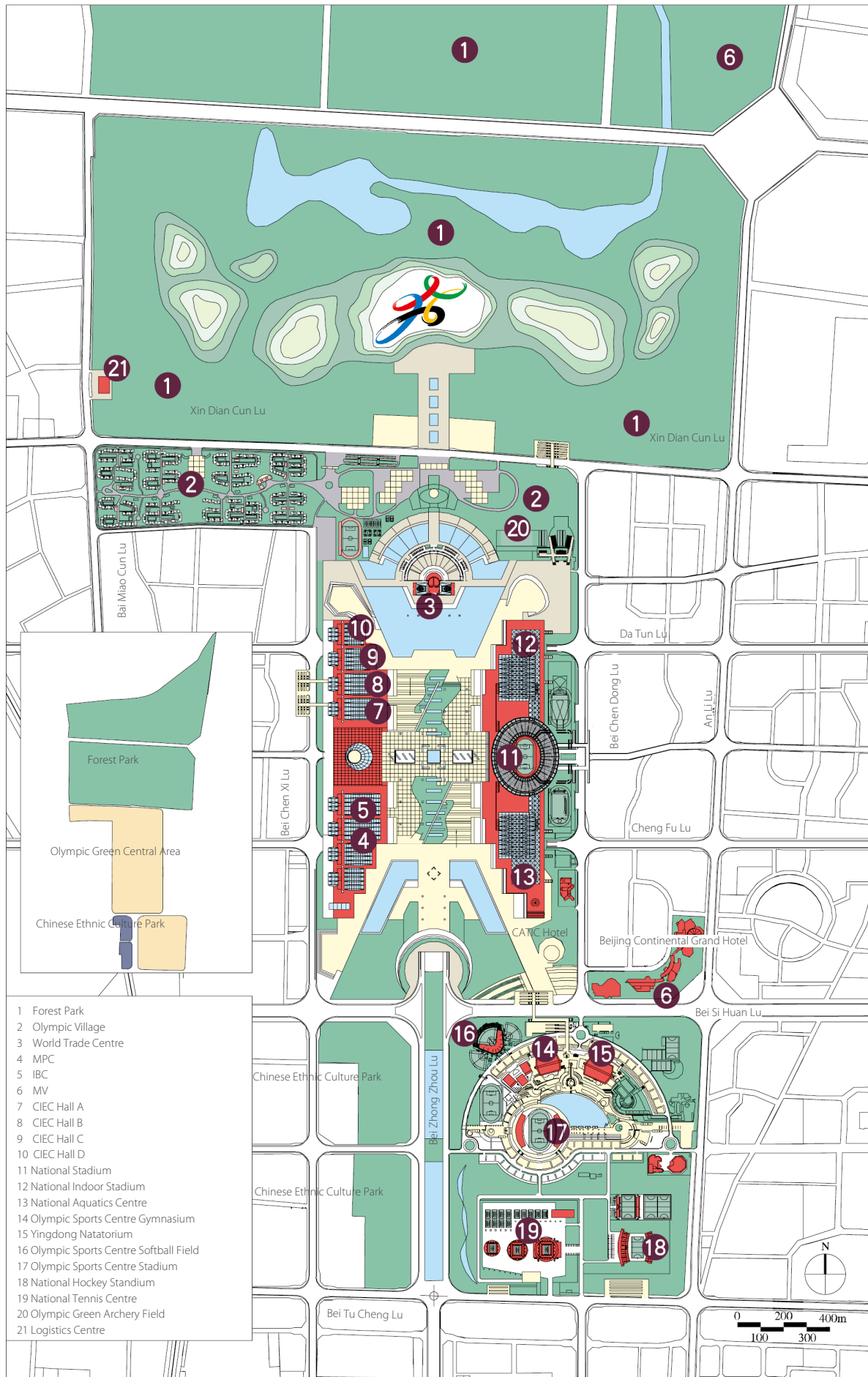






Chapter 4 **Planning for Olympic Venues**

Planning for the Beijing Olympic venues was launched simultaneously with other operations of BOBICO. March 1999 witnessed the creation of an Olympic Games planning coordination team, consisting of officials from the Beijing Municipal Government and the General Administration of Sport of China, as well as experts on urban planning, environmental protection, etc. Together with BOBICO's Construction & Project Planning Department, the team was responsible for planning the Olympic venues and related infrastructure.



Map of the Olympic Green

4.1 Site Selection of the Olympic Central Area



Site selection of the Olympic Central Area was a major step in the overall planning of the Olympic venues and facilities.

Beijing set the concept of “dispersion supplemented with centralisation” for the venue planning in the Olympic bid. The existing Asian Games venues would be brought into full use, around which the main stadium and the Olympic Village would be constructed. These suburban venues would become the new construction focus of the northern extension of the city’s axis and benefit the citizens in the long run.

At the beginning of Beijing’s bid, the team, with thorough evaluation and analysis on the existing venues and facilities, set the planning principle of “benefiting a successful bid, benefiting city development”. To this end, the team put forward four principles in Beijing Olympic venue planning:

- Achieving separation of the venues within a reasonable distance
- Planning the Olympic venues compatible to city development
- Combining Games-time operations with post-Games use
- Balancing venue construction and environmental protection

Drawing on the expertise from professional institutions and experts, the team worked out a dozen site selection plans, with a view to city development and land reserve. Five plans focusing on two suburban areas finally came to the foreground.

4.1.1 Northern Area Plan

The Olympic Sports Centre

The reserved land to the south of the Olympic Sports Centre (Central Area for the Beijing 1990 Asian Games) would be used for the construction of new Olympic venues. The Wali Village, four kilometres to the north, would be home for the Olympic Village and other facilities. The arrangements would help achieve the separation of the major venues from the Olympic Village.

Wali Village

Major venues would be built on the site of the Olympic bid in 2000 at the northern end of the city’s axis. The Olympic Village would be located to the south or east of the National Forest Park, based on which an Olympic Green would take shape.

4.1.2 Southeast Area Plan

Area within the Southeast Section of the Fourth Ring Road

The green land around the southeast section of the Fourth Ring Road would be site for the Olympic venues, as well as the Olympic Village amid the residential areas in the vicinity.

Area beyond the Southeast Section of the Fourth Ring Road

The Olympic venues and the Olympic Village would be built in an area of 300 hectares in Fatou Area just beyond the southeast section of the Fourth Ring Road under a city development plan.

Yizhuang Area

An Olympic Green encompassing ecological views would be built along the green expanses of 300 hectares – once the hunting park of the imperial family of the Qing Dynasty (1644-1911 AD) – beyond the Fifth Ring Road between the Yizhuang Economic-Technological Development Area and downtown area of Beijing.

To benefit Beijing's bid and the subsequent city development, the coordination team fixed on 10 specific factors as the basis for site selection:

- Overall layout of venues
- Sports competition operations
- Spectators
- Media coverage
- Investment return

- City development and land usage
- Current framework of the city
- Infrastructure
- Environmental protection
- Post-Games use of the venues

The five plans mentioned above for the two areas, while satisfying the 10 requirements, had their own merits and demerits.

The northern area of the city had obvious advantages regarding the layout of the Olympic venues, competition operations, infrastructure, spectators, and media coverage. Potential negatives were land shortage, excessive reliance on facilities in northern part of Beijing, busy transport during Games time and ineffective post-Games use.

The southeast area of the city had its own advantages, but problems also existed, such as poor environment, long distance from the venues and other facilities, and ineffective post-Games use.

On December 9, 1999, the Beijing Municipal Government convened a special meeting on site selection of the Olympic Central Area. With the advantages of reasonable distance (within 30 minutes' drive) to all planned venues, the existing venues and facilities in good conditions, and favourable environment, the Northern Area Plan was adopted and the land was defined, covering the Olympic Sports Centre, a reserved area of 60 hectares to its south, and a reserved area of more than 200 hectares for public construction along the northern section of the city's axis.



4.2 The Olympic Green



Adoption of the Northern Area Plan marked the transition from site selection to the planning for the Olympic venues and the Olympic Central Area.

Plan for the Olympic Central Area featured the northern extension of the city's axis. The axis runs from south to north and claims cultural and architectural uniqueness in the world, along which lie many landmarks, such as the Tian'anmen Square, the Forbidden City, and the Drum Tower.

The Olympic Central Area would cover an area of 405 hectares with four districts. In District A would lie the Olympic Sports Centre of 56 hectares, south to the northern section of the Fourth Ring Road and east to the axis. South to District A would be District B of 58 hectares. District C, covering 261 hectares, would be in symmetrical layout along the axis, beyond the northern section of the Fourth Ring Road. Northwest to District C would be District D of 30 hectares.

Renovation would be carried out for the existing venues in District A, while Districts B, C, and D would be home for the National Stadium (NST), the National Indoor Stadium (NIS), the National Aquatics Centre (NAC), the Main Press Centre (MPC), the International Broadcast Centre (IBC),

the Olympic Village (OLV), as well as other venues and facilities.

In January 2000, the coordination team made a comprehensive study on the construction projects of the China International Exhibition Centre as proposed by the China Council for the Promotion of International Trade (CCPIT) and the World Trade Centre as proposed by CCPIT's Beijing Branch. For the sake of investment return and post-Games use, the team made the suggestion of integrating the two projects into the Olympic Central Area.

In March 2000, Beijing began to invite designs from around the world for its new Olympic Central Area in the name of "Beijing International Exhibition Centre of Sports".

100 days later, 23 design institutes from seven countries and regions submitted 16 plans. An evaluation commission, consisting of 13 prestigious urban planners, sports experts and property owners, voted in favour of two design concepts – one from RTKL Associates Inc., and the other from the Beijing Institute of Architectural Design.

An expert panel then made inclusive and in-depth revisions to the plans. Drawing merits from other plans, as well as the

Bird's-eye view
of the planned
Olympic Green in the
Candidature File



venue plan of the Sydney 2000 Olympic Games, it finally completed the blueprint for the Olympic Central Area in August 2000, which was included in the *Candidature File*.

In this plan, the Olympic Central Area would perform multiple functions. The three major venues – the National Stadium (NST), the National Indoor Stadium (NIS), and the National Aquatics Centre (NAC) – would be located in the east of District C and adjacent to District A. Together with the Olympic Sports Centre, the National Hockey Stadium and the National Tennis Centre in District B, they would form a sports construction complex. The China International Exhibition Centre would be in the west of District C, facing the three major venues across the city axis.

During Games time, the China International Exhibition Centre would play two roles: the four exhibition halls in the north would be adapted as competition and training venues; and the halls in the south would be used as the Main Press Centre (MPC) and the International Broadcast Centre (IBC).

For the sake of the landscape scenery and the spectators flow, a square, 1,200 metres in length and 400 metres in width, would take shape and become a section of the northern extension of the axis.

In the northern part of District C would tower the World Trade Centre, the twin skyscrapers of 500 metres in height. The Centre would serve as the office building and five-star hotel, hosting the Games-time headquarters for both the Beijing Organising Committee for the Games of the XXIX Olympiad (BOCOG) and the International Olympic

Committee (IOC).

The Olympic Central Area would be home for 44 per cent of the Beijing Olympic venues and facilities, which, combined with the Chinese Ethnic Culture Park to the south and the National Forest Park to the north, would form the 1,215-hectare Olympic Green.

The Olympic Green would be adjacent to the Zhongguancun Area, where there are a lot of universities, renowned historic sites and large residential areas, and to its south lies the old city proper. The overall layout has claimed high praise for its integration of “sport, culture and environment”, the three pillars of the Olympic Movement. After the Olympic Games, the Olympic Green would serve as a centre for sports, fitness, recreational and cultural activities.

Newly-constructed venues in the Olympic Green would include:

National Stadium (NST)

Situated in the middle of the Olympic Green and on the east side of the city axis, the National Stadium would be the main stadium of the Beijing 2008 Olympic and Paralympic Games. With 80,000 permanent seats, it

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1. Draft design of the Olympic Basketball Arena
2. Draft design of the Shunyi Olympic Rowing-Canoeing Park

would host the Opening and Closing Ceremonies of the two Games, track and field events and football finals. After the Games, the Stadium would become a landmark and Olympic legacy, and would be used for sports events of national and international scales, as well as cultural and recreational events.

National Indoor Stadium (NIS)

The National Indoor Stadium would be one of the three major venues in the Olympic Green, located to the north of the National Stadium and facing the China International Exhibition Centre on the west side of the axis. The 19,000-seat venue would host gymnastics, handball and volleyball events. After the Games, it would become the largest multi-functional fitness and recreational centre of international standard in the capital.

National Aquatics Centre (NAC)

The 17,000-seat National Aquatics Centre would be the main venue for swimming events. It would stand to the south of the National Stadium and on the opposite side of the National Indoor Stadium. After the Games, with the temporary seats removed, the venue would be transformed into the largest water park in Beijing, hosting swimming competitions and training and recreational activities. It would be open to the public all year round.

Main Press Centre (MPC)

Housed in the southern section of the China

International Exhibition Centre, the Main Press Centre would be the headquarters for the operations of media and communications of BOCOG and the work of the accredited journalists and photographers. During Games time, more than 10,000 accredited journalists from all over the world would use the communications facilities, information service and other services provided on a round-the-clock basis. It would also serve as the main press centre for the Beijing 2008 Paralympic Games.

International Broadcast Centre (IBC)

Also located in the southern section of the China International Exhibition Centre, the International Broadcast Centre would be one of the major non-competition venues and be used as the broadcasting operations centre and the headquarters for the broadcasters around the world during Games time. After the Games, the centre would be used for exhibitions and fairs.

Olympic Village (OLV)

Situated to the north of the sports venues and south of a 760-hectare forested area, the Olympic Village would provide accommodation for 16,000 athletes, coaches and officials. Divided into the eastern International Zone and the western Residential Zone, it would be a model community for environmentally sustainable development. With the accessible facilities in and outside the buildings, it would also be used as the Paralympic Village. The buildings would be sold to the public after the Games.





4.3 Planning and Layout of the Venues



Planning of venues for the Beijing 2008 Olympic Games followed the fundamental principles listed below:

Post-Games Use

While the venues were designed to meet all the Games-time technical requirements of the IOC, their post-Games social benefits would be considered to satisfy Beijing citizens' needs. The venues would be used extensively for sports events, cultural activities, exhibitions, business, tourism and recreations.

Cost-effective Olympic Games

The scale, location and number of the venues and facilities would be carefully assessed, with priority given to renovating and enlarging the existing venues and setting up temporary venues.

Model Sports Construction

In line with the concept of achieving sustainable development and integrating art, technology and environmental protection, the venues would constitute a unique Olympic legacy to Beijing.

37 competition venues were proposed for the 28 sports of the Beijing 2008 Olympic Games. Football preliminaries and sailing events would be held in the five co-host cities of Qingdao, Tianjin, Shanghai, Shenyang and Qinhuangdao. Competitions in 27 sports would be staged in the 32 venues in Beijing. Of all the venues, 10 would require no construction work prior to the Games, five would need renovating, and 22 would have to be built. Eight venues, including the main stadium, would be built specially for the Olympic Games. Moreover, 59 training venues would be renovated. Accessible facilities for the Paralympic Games would be added to all the venues.

Construction of new venues and modification and renovation of existing ones would be in strict accordance with the technical requirements of the IOC and the IFs, and it would also follow the trend of digital development and meet the requirements of environmental protection.

The 32 competition venues in Beijing would be distributed in four areas: the Olympic Central Area, the Western Community Area, the University Area and the North Scenic Area.

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- 1. Draft design of the National Tennis Centre
- 2. Draft design of the Laoshan Velodrome

The Olympic Central Area, located in the Olympic Green, would contain 14 venues for 15 sports, such as athletics, gymnastics, swimming and football. These venues would be adjacent to the Olympic Village, the Main Press Centre and the International Broadcast Centre.

There would be eight venues in the Western Community Area for four sports – shooting, cycling, basketball and baseball. Wukesong Culture and Sports Centre in this area would become a recreational and sports destination for the local residents after the Games.

In the University Area, there would be four venues, including the Capital Indoor Stadium for the events of judo, taekwondo, weightlifting and volleyball. The venues would serve as cultural and sports centres for the universities and surrounding communities.

Canoe/kayak and equestrian events would be staged in Shunyi Olympic Rowing-Canoeing Park and Equestrian Venue in the North Scenic Area, which would become a tourist destination after the Games.

The Workers’ Stadium and three other venues outside the four areas would be renovated and open to the local residents after the Games.

The 14 competition venues in the Olympic Green would be within five minutes’ drive from the Olympic Village. 10 other sites can be reached within 20 minutes and the remaining eight within 30 minutes. Most of the venues would be adjacent to the city’s main expressways.

Design of the venues for the Beijing 2008 Olympic and Paralympic Games would feature state of art, modernity, eco-friendliness, safety and convenience.

Cost-effectiveness

Construction of all the venues would be carried out

in line with the requirements of the Association of Summer Olympic International Federation (ASOIF) and the International Federations (IFs), and with the special requirements of the International Paralympic Committee (IPC).

High Technology Geared to Sustainable Development

High technology would be widely applied to guarantee sustainable development. Digital and network technology, distant audio and video transmission and image display technology would be used to provide information services for the Games. Clean energy and eco-friendly materials would help protect the environment. Technology of rainwater recycling and natural lighting and ventilation would be employed in venue construction to reduce energy consumption.

Safety, Comfort, Convenience and Effective Post-Games Use

In line with the concept of “People’s Olympics”, design of the venues aims to provide safe and comfortable competition environment to all the participants of the Games. Equipped with necessary facilities, the venues would satisfy all the requirements of competitions. The convertible and multi-functional design of the venues would make their post-Games use easy. Convenient transport would also become an important element in the design.

With accessible facilities, the venues would also help attain the goals of “equality, participation and sharing” in the Paralympic Movement. The Beijing 2008 Paralympic Games would be staged in 18 of the Olympic venues. These venues, featuring optical, electronic and acoustic accessible devices, would provide great convenience for athletes and spectators with a disability.

1	1. Draft design of the Olympic Green Archery Field
2	2. Draft design of the Beijing University of Aeronautics & Astronautics Gymnasium



Chapter 5

Support for the Olympic Bid

Beijing's Olympic bid generated strong support across the nation, from the Chinese government and the people, to the corporate world and the sports community.

As many as 168 letters of support, commitment or pledges regarding the bid were included in Beijing's *Candidature File*, written respectively by Chinese President, Premier of the State Council, Ministers, Mayors of Beijing and other Co-host Cities, and relevant stakeholders.

Chinese people on the mainland and the overseas Chinese all demonstrated their support for Beijing's bid in the form of signature campaigns, rallies, exhibitions, parades, trips, sports competitions, donations or submission of proposals. Countless programmes with over 10,000 participants were organised to rally support. Rarely was there a month that did not witness a bid-promotional event drawing more than one million people.

The corporate world made generous contributions, providing funding or material assistance in support of Beijing's bid. Sports organisations and athletes all did what was possible to contribute to the bid.

Behind all this fervour was one voice of China to the world: Beijing's immense and determined endeavour to stage the 2008 Olympic Games is not merely the wishes of the 12.5 million citizens of the capital; it is the passionate aspiration of the 1.25 billion Chinese people.



5.1 Government



Most pledges of support for Beijing’s 2008 Olympic bid came from the Chinese governments at all levels. The Beijing 2008 Olympic Games Bid Committee (BOBICO), upon its inauguration, paid official visits to the relevant ministries and commissions, as well as government departments of Beijing Municipality, to seek their assistance to and proposals for the bid.

5.1.1 Chinese Central Government

Beijing’s Olympic bid initiative was endorsed by the Chinese Central Government. Senior Chinese leaders all expressed on various occasions their explicit support, on behalf of the Central Government or in individual capacity, for Beijing’s bid.

of the IOC Evaluation Commission on the first day of their visit, President Jiang reaffirmed the stance of the Chinese government for Beijing’s Olympic bid. He even personally arranged for the members to visit Zhongnanhai.

Between 2000 and 2001, in the sessions of the National People’s Congress (NPC), Li Peng, then Chairman of the NPC Standing Committee, joined the Beijing delegation in their meetings deliberating the *Report on the Work of the Government*, during which he said that he was in favour of Beijing’s application for hosting the Olympic Games in 2008 and hoped it would be a success.

In May 2000, while meeting the international guests who were attending the Third China Beijing High-Tech Industrial Week, Zhu Rongji, then Premier of the State Council, expressed explicitly that the Chinese government had attached great importance to Beijing’s Olympic bid and would create the favourable conditions needed to facilitate the bid. In November of the year, Premier Zhu signed the covenant on observing the *Olympic Charter* and the guarantee of governmental support for hosting the Olympic Games in Beijing.

In April 2001, to advocate the concept of

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- 1. March 5 to 15, 2001 – The fourth session of the Ninth National People’s Congress was held in Beijing. Liu Qi and Liu Jingmin were briefing the Beijing Delegation on the bid for the 2008 Olympic Games
- 2. September 1, 2000 – The mobilisation meeting on Beijing’s bid for the 2008 Olympic Games was held at the Beijing Convention Centre



April 1, 2000 –State leaders Jiang Zemin, Li Peng, Zhu Rongji, Li Ruihuan, Hu Jintao, Wei Jianxing and Li Lanqing joined in a tree-planting campaign in the Beijing Olympic Green

“Green Olympics”, senior Chinese leaders, including Jiang Zemin, Li Peng, Zhu Rongji, Li Ruihuan, Hu Jintao, Wei Jianxing and Li Lanqing paid a visit to the planned site of the Olympic Green and participated in the capital city’s Voluntary Tree Planting Campaign.

In the 112th IOC Session, which was to select the Host City for the 2008 Olympic Games, Li Lanqing, then Vice Premier of the State Council, made a presentation for Beijing’s Olympic bid on behalf of the Chinese government.

Upon the Chinese bid delegation’s triumphant return to Beijing, Hu Jintao, then Chinese Vice President, welcomed them on behalf of the Central Government, saying, “The Communist Part of China Central Committee, the State Council and the people of all nationalities will continue to render strong support to Beijing in its preparations for hosting the Games.”

BOBICO’s visits to and contacts with the concerned ministries and departments of the Central Government generated their support for and assistance to Beijing’s Olympic bid. Ministry of Foreign Affairs offered tremendous help in external liaison. Ministry of Finance appropriated US\$ 8 million for the bid, and also promised additional financial support when necessary.

Other governmental authorities that promised generous support for the Olympic bid, either in manpower, financial and/or material resources or in

institutional guarantees, include:

- Ministry of Health
- Ministry of Public Security
- General Administration of Customs
- State Administration for Entry-Exit Inspection and Quarantine
- State Planning Commission
- Ministry of Culture
- Ministry of Communications
- Ministry of Water Resources
- Ministry of Information Industry
- State General Administration of Taxation
- State General Administration for Industry and Commerce
- People’s Bank of China
- General Administration of Sport of China
- Information Office of the State Council

BOBICO took the on-going NPC sessions and the sessions of the Chinese People’s Political Consultative Conference (CPPCC) as a major catalyst to speed up the bid process. They wrote to the NPC deputies and the CPPCC members and presented to them as gifts the *Encyclopedia of Beijing* and the *Olympic Encyclopedia* to win their support for the Olympic bid.

BOBICO officials also made visits to the democratic parties in China, with a view to obtaining their support for the bid. The results from these visits saw the following:



- The China Zhi Gong Party, China Democratic National Construction Association, Taiwan Democratic Self-Government League and the Jiu San Society sent letters of support.
- The Revolutionary Committee of the Chinese Kuomintang initiated an Olympic bid-supporting programme.
- The Chinese Democratic League presented a banner of best wishes for the bid.
- The leaders of the China Association for Promoting Democracy and the Chinese Peasants' and Workers' Democratic Party voiced their full support.

5.1.2 Beijing's Governments at All Levels

The Beijing Municipal Government, along with the governments of the districts and counties under its jurisdiction, offered the strongest and the most direct support to BOBICO.

Facilitating Beijing's Olympic bid was a point much emphasised in the *Report on the Work of the Government* delivered by Liu Qi, then Mayor of Beijing, to the deputies to the Beijing Municipal People's Congress, the supreme administrative authority of the capital.

On February 6, 2001, at the Fourth Session of the Ninth CPPCC Beijing Committee, the city's supreme

political advisory body, a resolution in favour of Beijing's bid was adopted. The committee members, representing various parties, organisations and from different Chinese nationalities and all walks of life, joined in a signature campaign to exhibit their support for Beijing's bid. Four days later, a similar resolution was carried at the Fourth Session of the 11th Beijing Municipal People's Congress.

Beijing Finance Bureau, Beijing Municipal Public Security Bureau, Beijing Municipal Health Bureau, Beijing Communications Bureau, Beijing Municipal Development and Urban Planning Commission, Beijing Education Commission and Beijing Municipal Administration Commission all signed written pledges in support of the city's Olympic bid.

The 18 districts and counties in Beijing were all eager to play a part in the bidding process. The district and county authorities signed guarantees, promising to meet the needs during the Games for funding, land, personnel, venues and sports facilities, etc. Those with competent venues and facilities were active in submitting applications for hosting Olympic events. For example, Huairou County applied to host beach volleyball, and Changping District asked to host cycling.

In September 2000, the 18 districts and counties submitted their respective "Green Olympics Action Plan" to BOBICO, briefing new progress in their environmental protection campaigns and their future projections and commitments in this regard.

From October through December 2000, the districts and counties received with warm hospitality the evaluation visits of the International Federations (IFs). Then in February 2002, they received the IOC Evaluation Commission, who spoke highly of the cordial and well-considered reception.

The 18 districts and counties also initiated programmes to help promote the Olympic bid. Fengtai District offered a sports garden party; Pinggu County held a winter swimming contest in the Jingdong Grand Canyon; Changping District organised a competition to scale the Great Wall, participated by some 10,000 youths, to celebrate the International Olympic Day.



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1. Design of the Beijing Country Racecourse
2. Draft design of the Qingdao Olympic Sailing Centre
3. Design of the Shanghai Stadium
4. Design of the Shenyang Olympic Stadium
5. Design of the Qinhuangdao Olympic Sports Centre Stadium
6. Design of the Tianjin Olympic Centre Stadium

5.1.3 Co-host Cities

In an immediate response to Beijing's decision to bid for the 2008 Olympic Games, the city of Qinhuangdao in Hebei Province, which had a sailing centre, and the city of Qingdao in Shandong Province, where a sailing centre had been planned, wrote to the General Administration of Sport of China and BOBICO, both in the hope of hosting the sailing events if Beijing was awarded the Games.

To ensure that all the Olympic events would take place in the best available venues, BOBICO wrote to cities of Qingdao, Tianjin, Shanghai, Shenyang and Qinhuangdao in February 2000, inviting them to be the Co-host Cities for the 2008 Olympic Games. Among them, Qingdao was expected to host sailing, and Tianjin, Shanghai, Shenyang and Qinhuangdao to host football preliminaries.

These five cities were all readily agreeable, and Qingdao, Shenyang and Qinhuangdao also obtained the support from their respective provincial governments.

In July 2000, the five Co-host Cities provided timely data and images needed to complete the *Candidature File* and some even sent personnel to assist the preparation. They all entered into letters of authorisation and guarantee as regards the use of competition venues, pledging to provide manpower, materials and financial resources and to strictly observe the *Olympic Charter*, and promising that no other major events would take place in their cities and their vicinities during and for one week immediately before and after the Games.

Together with Beijing Municipality, the five Co-host Cities received the visits of the IFs officials and the IOC Evaluation Commission in the following months.





5.2 The General Public



To any Candidate City, the citizens' knowledge about and their support for the Olympic bid constitute a crucial factor for the IOC to measure the city's eligibility for hosting the Olympic Games.

BOBICO's integrated and detailed communication schemes helped enhance Beijing's favour throughout the world and ultimately engaged wide public support of the Beijing citizens, the Chinese people on the mainland and overseas, and the international community.

5.2.1 Citizens of Beijing

Beijing's Olympic bid was a household-known initiative. The results of independent opinion polls, including those conducted by Gallup (China) Ltd., showed that more than 94 per cent of the people aged between 18 and 65 in Beijing were in favour of the bid. The rate revealed by the IOC's polls was as high as 96.4 per cent.

Beijing citizens expressed their support by involving themselves spontaneously in quite a number of

large-scale bid-supporting activities and by participating in the bid process in various ways.

In May 2000, an Olympic bid countdown clock, the first of its kind ever designed specifically for an Olympic bid, was erected at the city's busiest Wangfujing Street.

In September, an Olympic Bid Wall, 25 metres in width and 3.5 metres in height, made its appearance in Xidan Street, with 5,000 message boards filled with words of goodwill and suggestions from the local residents.

One art teacher presented to BOBICO 46 eggs, on each of which was engraved a poster of the previous Games of the Olympiad. Two young Beijing citizens travelled across China in their car for more than 16,000 kilometres in three and a half months, eagerly spreading the Olympic knowledge and communicating the significance of Beijing's bid to people they met at every stop along their journey.

The period during the IOC Evaluation Commission visit to Beijing witnessed

Image project along a main street in Beijing to publicise the city's Olympic bid



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1. "Olympics Bidding Wall" in Xidan during the National Day holidays in 2000

2. Youngsters from Beijing driving to publicise Beijing's Olympic bid in Lhasa, Tibet Autonomous Region

3. June, 2001 – Cyclists presented to the Beijing 2008 Olympic Games Bid Committee (BOBICO) long signed scrolls, representing the public support for Beijing's Olympic bid

4. November 12, 2000 – Fu Tieshan, Chairman of the Chinese Patriotic Catholic Association, and his fellow bishops signed their names in support of Beijing's Olympic bid

5. People of minority nationalities support Beijing's Olympic bid



a cycling race with some 10,000 riders at Tian'anmen Square and a display of a 1,000-metre-long bid scroll with calligraphic works and paintings on the Badaling Great Wall.

Representatives from some 1,100 civic and social organisations and institutions in Beijing jointly wrote a letter to the IOC to voice their ardent longing for the celebration of the Olympic Games in the country. More than 600,000 citizens took part in the city-wide English-speaking programme in an effort to improve the language environment for the bid.

Members of the IOC Evaluation Commission were greatly impressed by Beijing citizens for their enthusiasm and strong sense of participation. "The surging fervour of the citizens and their heart-felt support for the Olympic bid are so unforgettable," wrote Hein Verbruggen, Chairman of the Evaluation Commission, in his letter to Liu Qi, then Mayor of Beijing.



5.2.2 Chinese People on the Mainland

Beijing's Olympic bid stimulated the passion of the entire nation. BOBICO received hundreds of e-mails of support on a daily basis. People from all walks of life came to the Committee to submit their advice or proposals for the bid.

According to incomplete statistics, in just two years, BOBICO received more than 9,600 scrolls, banners and albums, some 90 million signatures, over 3,000 handicrafts and some two million letters.

Provinces, autonomous regions and municipalities directly under the Central Government organised all kinds of Olympic bid-supporting activities.

On April 4, 2001, the 100th day before the 112th IOC Session which was to select the Host City for the 2008 Olympic Games, a cheerleading effort to support Beijing's bid, "Olympic Bid-Supporting Month", was launched. Chinese people of all ethnic groups and all walks of life – from the Qinghai-Tibet Plateau to the East China Sea, from the borderland in the north to Sanya on Hainan Island in the south – joined in various bid-themed programmes to demonstrate their ardent expectations for celebrating the Games of the Olympiad in the country.

In Guangzhou, the "Flower City" in Southern China, more than 400 senior citizens with an average age of over 85 joined in a signature campaign for Beijing's Olympic bid.

Lhasa, the "City of Snow", presented to BOBICO a special gift – 2,008 boxes of mineral water from the Himalayas. Luosangjiangcuo, then Mayor of Lhasa, said, "The people of Tibet are cheering on Beijing's bid".

In Harbin, the "City of Ice", a two-month signature campaign was organised, drawing 2.1 million residents and setting a new record in *The Guinness Book of World Records* in terms of the number of signatures at one place and on the same theme.

Signature campaigns with more than a million participants also took place in Liaoning, Hubei, Hunan, Sichuan and other provinces of the country.

In a bid-promotional initiative by BOBICO, nearly 10



million pager and cell phone subscribers received text messages calling for their support for the Olympic bid.

Chen Fanhong, a person with a disability who is nicknamed "Miss Internet of China," presented a CD to the IOC containing signatures from a million Chinese netizens.

The Olympic spirit shone bright on the land of China, a country known for its vast territories and splendid history.

5.2.3 Compatriots in Hong Kong, Macao, and Taiwan

Enthusiasm of the compatriots in Hong Kong, Macao, and Taiwan was of crucial significance for Beijing's Olympic bid.



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1. April 15, 2001 – Chinese nationals residing in Russia gathered with their Russian friends in downtown Moscow to support Beijing's Olympic bid

2. Chinese nationals residing in London displaying a banner in Chinatown in support of Beijing's Olympic bid

3. May 8, 2001 – People of Hong Kong signed their names in support of Beijing's Olympic bid



Tung Chee-hwa, then Chief Executive of Hong Kong Special Administrative Region (HKSAR) and Edmund Ho Hau-wah, Chief Executive of Macao Special Administrative Region (MSAR) made speeches in November 2000, clearly stating their support for Beijing's bid. Fourteen well-known public figures of Hong Kong and Macao, including Fok Ying-tung, Ma Man-kei and Chu Shu-ho, were invited to serve as special advisors to BOBICO.

Opinion polls conducted in March 2001 by the Hong Kong Federation of Education Workers indicated that 92.6 per cent of the teachers and students in the region support Beijing's bid.

In Macao, symposiums and signature campaigns were organised and people representing various circles attended and showed their support.

In June 2001, a long-distance race, with the theme of "Light of Yandi and Huangdi Emperors", took place simultaneously on the Chinese mainland and Taiwan. With an initiative by Chi Cheng, an athlete of Chinese Taipei and winner of the bronze medal in women's 80m hurdles at the Mexico City 1968 Olympic Games, more than 70 members of Taiwan's legislature participated, an indication of solid support from the political parties of Taiwan.

In that month, Yang Chuang-Kwang, another athlete from Chinese Taipei and winner of the silver medal in men's decathlon at the Rome 1960 Olympic Games, together with 40 other athletes, demonstrated their

support for Beijing's bid with a two-week long-distance run starting from Taipei on 18 and finishing in Beijing on 30. Their initiative inspired the enthusiastic participation of more and more people in the eight cities along the route, and touched the heartstrings of all the spectators who had been feeling a strong blood tie linking all the Chinese people.

In July 2001, Taiwan's 100 people's organisations expressed their support for the bid.

5.2.4 Overseas Chinese

"Blood is thicker than water". Chinese nationals living around the world also paid close attention and tendered valuable support to Beijing's Olympic bid, which was of vital importance to expanding the bid's influence across the world.

In July 2000, some 2,000 overseas Chinese from 35 countries around the world, many of whom were young people, gathered at the Juyongguan Pass of the Great Wall for a signature campaign entitled "Olympics Links You and Me". They registered their names on postage stamps that, if put together end to end, would extend 10,000 metres.

In September 2000, BOBICO made a briefing to overseas Chinese on the bid progress. Nearly 400 overseas Chinese who were attending the celebrations of the 51st anniversary of the founding of the People's Republic of China in Beijing expressed their willingness



to contribute to the city's Olympic bid.

In May 2001, with the founding of the Association of Ethnic Chinese throughout the World in Support of Beijing 2008, a series of programmes under the theme of "Bid for the Olympic Games with One Heart" were launched, which, by mid-June, drew in more than 300 Chinese communities and organisations from around the world.

Dong Dawei, a Chinese industrialist and a naturalised American, donated a helicopter to BOBICO for the shooting of Olympic-themed documentaries. Yu Xingguo, Director of the Chinese Professionals Association UK, made three trips from London to Beijing, all at his own expense, to present to BOBICO banners and albums with signatures from Chinese nationals residing in the UK.

These were all expressions of the sincere, heart-felt wishes of the Chinese people the world over for the success of Beijing's Olympic bid.

5.2.5 International Community

Backing from the international community played a crucial role in Beijing's successful bid for the 2008 Olympic Games.

Targeted towards obtaining international support, BOBICO engaged global voices to convey its message to the world.

BOBICO sought external assistance to help communicate Beijing's capability and sincerity. It invited many prestigious world-renowned figures and companies of public relations to design its international communication strategy. It also maintained close contacts with 150 embassies, hundreds of news agencies and nearly 6,000 international business organisations, with a view to further enhancing the influence of the Olympic bid.

Persistent and highly efficient worldwide communication efforts led to increased international support. Many international figures used their high profile positions to help communicate Beijing's messages.

Leaders of many countries expressed their sincere wishes for Beijing's success. They all helped communicate a positive image of Beijing to the world.

Many prestigious transnational corporations, educational institutions, cultural groups and non-governmental organisations also expressed their support and best wishes for Beijing.

The international community responded with warm congratulations to Beijing's success on July 13, 2001 in obtaining the Host City status of the 2008 Olympic Games. According to incomplete statistics, more than 100 countries, regions and some 300 international organisations sent telegrams or letters of congratulations.

5.2.6 Internet and Media

The Internet has played a more and more important role in China in the 21st century. Communicating Beijing's endeavour and seeking support of the netizens through the Internet became a distinct feature

热烈欢迎中外摄影家莅临北京



of Beijing's bid.

On February 1, 2000, BOBICO launched its official website of the Chinese and the English versions (and later the French and the Spanish versions). BOBICO also built mirror sites in North America and Europe. The Internet had made it possible for bid-related information to be communicated instantaneously so that the world had a better understanding of Beijing, which, in return, would bring China closer to the world.

The netizens voiced their passionate support for Beijing's Olympic bid. 60,000 visits to these websites were made every day, and when important activities were organised, the number would soar, sometimes to 900,000. The average daily visits on July 13 and 14, 2001 even rocketed to a record 6.6 million.

In August 2000, Beijing Olympic Bid Web Union was established, with 23 Chinese websites as its first members and 20 more websites joining in soon afterwards. These websites all featured access links to BOBICO's official website or bid-themed columns in prominent space, and they attracted 70 per cent of China's web users.

As an important part of the bid effort, BOBICO enhanced the role of newspapers, radios and TV stations to keep domestic and global media informed of the progress of its bid in a timely, accurate and comprehensive manner.

BOBICO maintained close links with the international media through attending their interviews or inviting them to visit Beijing.

It also worked closely with major world media in producing Olympic-themed documentaries which, if

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1. Jan-Ove Waldner, world-renowned table tennis player and Sweden's former Olympic Champion, shows the T-shirt in support of Beijing's Olympic bid

2. Chinese and international photographers capturing the Olympic Beijing



possible, were shown at international conferences. Some 100 global news agencies, radio and TV outlets interviewed senior staff of BOBICO. More than 300 international media covered Beijing's Olympic bid.

BOBICO also developed a detailed plan for its media communications. A scheme of invitations was established for domestic reporters to cover the bid.

The Olympics remained a staple of coverage of the Chinese media throughout the bid process. The Xinhua News Agency, *People's Daily*, *China Daily*, CCTV, *Beijing Daily*, *Beijing Youth Daily*, among other mainstream domestic news outlets, all gave considerable coverage of the bid.

Since March 2000, all the major Chinese media outlets created the Olympic columns. More than 2,500

newspapers and journals, as well as over 1,200 TV and broadcasting stations throughout China, gave extensive and in-depth coverage of Beijing's Olympic bid, which significantly promoted the Olympic Movement in China.

5.2.7 Olympic Education and Culture

BOBICO utilised mass media, public communication and school education to popularise the Olympic knowledge among the general public, especially youths and teenagers. It communicated its Olympic concepts in the form of music, fine arts, postage stamps, films and TV programmes, and encouraged the production of Olympic-themed literary and artistic works. This was of great significance to both Beijing's Olympic bid and the Olympic Movement.



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1. "Beijing Cityscape" painted by Charles Billich, an internationally-acclaimed artist from Australia

2-3. May 2000 – Wangfujing Arts and Crafts Company initiated a public campaign under the slogan "I Support Beijing Olympic bid", which soon prevailed all over the country

Olympic educational and cultural activities received the support and assistance from government authorities, non-governmental organisations and the people of China.

BOBICO's solicitation of bid emblem and slogan in September 1999 marked a prelude to the Olympic educational and cultural programmes. Since then, innovative promotional activities, in the form of exhibition, calligraphy, painting, performing arts, contests, etc., were launched, which brought the bidding efforts to climax in July 2001.

BOBICO launched a five-round solicitation of Olympic bid posters, and tens of thousands of bid-themed posters put up in Beijing made a wonderful sight.

Some 10,000 children gathered in the city's Wangfujing Street, who took up their brushes to paint their Olympic dreams and express their desires to be involved in the bid process. The China Sports Exhibition, the Sports Memorabilia Exhibition, the Sports Sculpture Exhibition, as well as other large-scale exhibitions, were held in Beijing. People were inspired by China's achievements in



June 24, 2000 – Citizens of Beijing joined, in the rain, the International Olympic Day Long-distance Run

sports over the past 50 years and Beijing's Olympic slogan – "New Beijing, Great Olympics". The Olympic Knowledge Contest organised online and in residential communities enhanced citizens' knowledge of the Olympics.

More than 830,000 primary school students in Beijing participated in the "Green Angel" activities, including commitment-making, choral competition and selection of outstanding families. The concept of "Green Olympics" struck deep roots in the hearts of the people.

5.2.8 Olympic Bid Ambassadors and Foreign Language Lecture Groups

Some Chinese celebrities and celebrities of Chinese origin, internationally-acclaimed in circles of culture and sport, were invited as Beijing's Olympic bid ambassadors:

- Jackie Chan – Famous film star of Chinese Kongfu
- Deng Yaping – Gold medalist in table tennis in both the Barcelona 1992 and the Atlanta 1996 Olympic Games and member of the IOC Athletes Commission
- Gong Li – Internationally-known film star and once the Chairperson of the Panel of Judges for the Berlin International Film Festival

- Yang Lan – Prominent TV hostess in the Chinese language media
- Sang Lan – Former gymnast who, despite a disability inflicted in the Goodwill Games in New York City in 1998, won the hearts of the people with her brave smile
- Michael Chang – Famous US tennis player of Chinese origin, gaining many championships in international competitions

These high-profile bid ambassadors devoted themselves to helping communicate Beijing's Olympic messages.

BOBICO also mobilised university students to engage in activities to spread the Olympic knowledge, among which organisation of 100 foreign language lecture groups constituted the largest of the many campaigns which involved students from the colleges and universities in the capital city.

These lecture groups went into governmental institutions, communities and major enterprises to provide oral English training and to give lectures on how to study English. They were of great help to those who wanted to improve their English proficiency, thus creating a favourable language environment in Beijing.

5.3 Corporate World



Political stability, economic prosperity and comprehensive development laid a firm foundation for the country's launch of the Olympic bid, and made it possible for BOBICO to carry out a successful marketing plan throughout the bid.

5.3.1 Partners and Sponsors

BOBICO's bid budget was US\$ 24.6 million, of which US\$ 8 million came from the Central Government and the remaining balance was raised through marketing programmes.

On the principle of voluntary participation and social benefit, BOBICO formulated a detailed marketing plan to carefully select sponsors and partners.

Awards were offered by BOBICO, depending on the size of donations and sponsorships:

- Enterprises with a donation or sponsorship of RMB five million or above were named as "BOBICO Partner".
- Enterprises with a donation or sponsorship ranging from RMB 500,000 up to RMB five million were named as "BOBICO Sponsor".

A Partner or Sponsor would enjoy certain

privileges, such as use of the bid emblem and other bid symbols, presence at the Olympic Host City award ceremony in Moscow, display of the enterprise's name and logo on BOBICO's promotional items.

In less than a year, BOBICO marketing team contacted and consulted more than 100 prestigious businesses of home and abroad. Some 70 agreements were signed, with total revenue reaching RMB 114.36 million.

Of the revenue, RMB 94.95 million came from sponsorships of 36 enterprises, accounting for 83 per cent of the total, and 22 enterprises made donations of RMB 14.95 million, accounting for 13 per cent of the total.

Sixteen world-renowned corporations, including General Motors, P&G, Lenovo and Maersk Group, became BOBICO Partners. Dozens of others, including Xerox, Li Ning Sports, Nanfu Battery and Blue Ribbon Beer, became BOBICO Sponsors. These enterprises not only provided funding and material support for BOBICO, but also used their high profile to help rally support for Beijing's Olympic bid.

Through marketing, BOBICO established close relations with many world-renowned

enterprises, which laid a solid foundation for its future work.

5.3.2 Supporters' Contingent

BOBICO also organised a "Supporters' Contingent" in an attempt to raise the bid profile.

The Supporters' Contingent was a non-profit body whose objective was calling for support and sponsorship for Beijing's bid. In return for the backing from the enterprises, BOBICO was obliged to provide favourable conditions benefiting these enterprises in building their public welfare images and engaging in market promotions.

All the 16 BOBICO Partners, and the 13 BOBICO Sponsors each with a contribution of over RMB one million, together with five other enterprises, were admitted into the Supporters' Contingent.

For example, Li Ning Sports was the sponsor of sports

suits that the Chinese athletes wore at the victory ceremonies of all the three Games of the Olympiad from Barcelona 1992 to Sydney 2000. Yangshengtang, producer of Nongfu Mineral Water, decided that it would donate to BOBICO one cent from each bottle of water sold. P&G sponsored a bid-themed long-distance race which attracted tens of thousands of participants, and large-scale bid-supporting signature campaigns in Beijing and Guangzhou in March 2000. It also donated to BOBICO RMB three million in cash in June 2001.

Massive bid-promotional campaigns were also initiated by the non-governmental supporters' contingents, representing China's sports community, cultural circle and corporate world. Some 20,000 foreign-invested enterprises in the city of Shenzhen participated in a large-scale signature campaign, with over 10,000 people registering their support on a 200.8 metre-long banner. The supporters' contingents of some well-known enterprises even travelled to Moscow at their own expenses to cheer on Beijing's bid and witness its victory.

March 26, 2004 – Lenovo Group became the first Chinese business ever to join the global partnership of the IOC



5.4 Sports Community



Support of the international and domestic sports communities was a most crucial factor to determine whether Beijing's Olympic bid would succeed or not.

5.4.1 The Olympic Family

Support from the Olympic Family played a decisive role in Beijing's winning the Host City status, and getting their support was a primary task for BOBICO.

Juan Antonio Samaranch, then IOC President, expressed many times his trust in and gave encouragement to China. During an interview he expressed his confidence in Beijing's award of the Host City status and its capability of staging an Olympic Games as successful as Sydney 2000.

Members of the IOC also expressed great confidence in Beijing. And the result of the Host City selection did not fail to live up to the expectations of its supporters.

Beijing's competitive strength and conscientious efforts earned the appreciation and support of the National Olympic Committees (NOCs) of many countries and regions. Jose Ramon Fernandez, President of the Cuban Olympic Committee, expressed his appreciation of China's remarkable achievements in sports. In a letter to BOBICO President Liu Qi, he stated that Cuba was firmly behind Beijing's bid. During an exclusive interview with the Xinhua News Agency, Michael Knight, President of the Sydney Organising Committee for the Games of the XXVII Olympiad, said that if Beijing was lucky enough to acquire the Host City status for the 2008 Olympic Games, he had no doubt that Beijing would be able to deliver an excellent carnival of sports.

When the leading officials of the International Federations (IFs) came to Beijing for an inspection tour to decide whether the city had the eligibility for hosting the Games, Beijing won their hearts with sincere emotion, passionate longing,

competitive strength and the practice of integrating the Olympic bid with development. Within two months, BOBICO received the letters of recognition from all the 28 IFs.

While attending the session of the International Olympic Scientific Congress in Brisbane, Australia in 2000, sports scholars and specialists came out in support of Beijing's bid and expressed their wishes for its success. Famous athletes also extended their support. Many young athletes hoped to participate in an Olympic Games held in Beijing.

5.4.2 Chinese Sports Organisations and Athletes

To celebrate the Olympics in China had been a lifetime dream of generations of Chinese sports organisers, coaches and athletes. These people were among the staunchest supporters of and the most enthusiastic participants in Beijing's Olympic bid.

Support from the Chinese Olympic Committee (COC) was the foundation for Beijing's bid endeavour. On

January 6, 1999, the COC called a plenary session, at which a unanimous decision was made to recommend Beijing as the Applicant City for hosting the 2008 Olympic Games. To promote the bid, the COC called on the sports community to give their full support.

COC Presidents Wu Shaozu and Yuan Weimin were appointed BOBICO Executive President successively. In his letter to IOC President Samaranch and all IOC members, Yuan Weimin said : "We all take pride in celebrating the Games of the XXIX Olympiad in Beijing."

The All-China Sports Federation is a national sports organisation, whose members include the sports federations of all the provinces, autonomous regions and the municipalities directly under the Central Government, as well as the 122 national sports associations and the sports associations of different sectors of China. These federations and associations initiated and organised tens of thousands of mass sports activities to communicate to the world the strong passion and love of the Chinese people for the Olympic Movement.



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1. December 14, 2000 – Jiang Xiaoyu, Vice-president of the Beijing Organising Committee for the Games of the XXIX Olympiad (BOCOG), met with Raymond Hahn, Secretary General of the International Handball Federation (IHF)

2. Wei Jizhong, Special Assistant to the President of the Beijing 2008 Olympic Games Bid Committee (BOBICO), met with Hein Verbruggen, Chairman of the Evaluation Commission of the International Olympic Committee (IOC)

3. May 16, 1999 – Deng Pufang, Chairman of the China Disabled Persons' Federation (CDPF), greeted those working for the ninth "National Day for Aiding People with a Disability"



The China Disabled Persons' Federation and its subordinates – the China Sports Association for the Disabled Persons, the China Sports Association for the Deaf, and the China Sports Association for the Persons with Intellectual Disability – demonstrated unequivocal support for Beijing's Olympic bid.

To embrace the Paralympic Games in 2008, the three sports associations mentioned above all decided to use their new names – the China Paralympic Committee, the China Deaflympic Committee, and the China Special Olympics Committee.

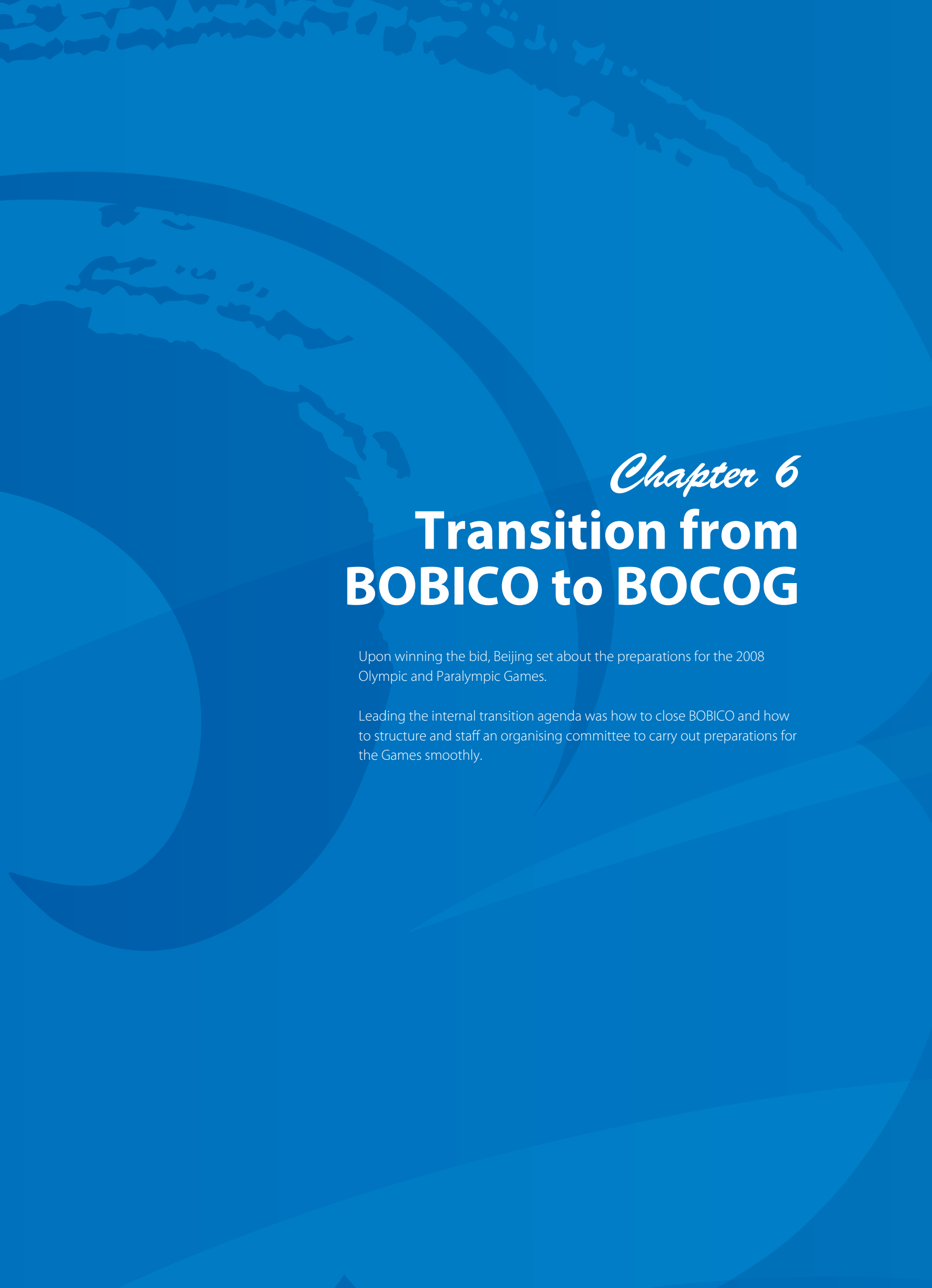
Athletes with a disability, as well as tens of millions of people with a disability in China, expressed in every possible way their willingness to contribute to the staging of a first-rate Paralympic Games in Beijing.

Of the countless bid-promotional

initiatives, the ones launched by the Chinese athletes rendered the most emotive and impassioned support. China's 36 Sydney Olympic champions registered their support and expressed their wishes for Beijing's success. China's many other world champions also presented glowing inscriptions, expressing their desires to participate in an Olympic Games hosted in Beijing in 2008.

At BOBICO's presentation to the IOC Evaluation Commission on February 22, 2001 appeared two women athletes with a disability – Sang Lan, who served as an Olympic bid ambassador, and Qi Kaili, a famous wheelchair fencer. Their presentations on the 2008 Paralympic Games received a large round of applause from the Commission members, who were confident in Beijing's capability to stage a perfect Olympic and Paralympic Games in 2008.



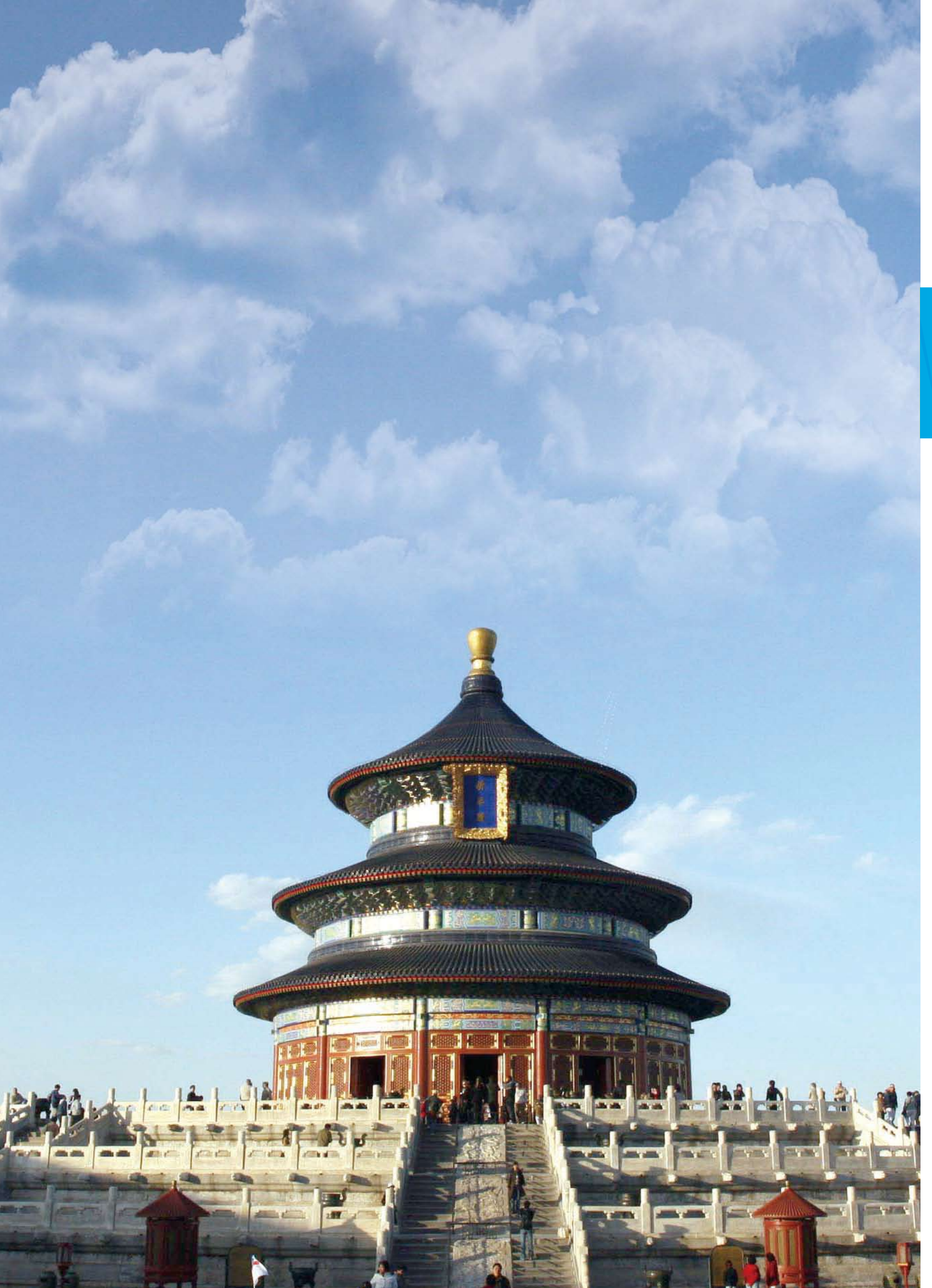
The background is a solid blue color with a large, stylized, lighter blue map of China overlaid. The map is semi-transparent and shows the outline of the country. In the bottom right corner, there are faint, overlapping Olympic rings in a lighter shade of blue.

Chapter 6

Transition from BOBICO to BOCOG

Upon winning the bid, Beijing set about the preparations for the 2008 Olympic and Paralympic Games.

Leading the internal transition agenda was how to close BOBICO and how to structure and staff an organising committee to carry out preparations for the Games smoothly.



6.1 Preparatory Office



The Beijing 2008 Olympic Games Bid Committee (BOBICO) convened on July 27, 2001 for a summary which drew to a close of the mission of this highly effective bid team that had kept working for 22 months.

On August 8 of the same year, a 27-member Preparatory Office of the Beijing Organising Committee for the Games of the XXIX Olympiad (BOCOG) was formed with ten working teams in charge of administration, project management, international relations, media & communications, finance, marketing, human resources, construction, sports and technology.

Upon the establishment of BOCOG, the staff members reached 40.

The Preparatory Office functioned as a transitional organisation from BOBICO to BOCOG, whose job was to prepare Beijing for its change from bidding to preparing for the Games, and to lay a solid foundation for BOCOG's preparations for the Games in the near future.

Major tasks for the newly-formed Preparatory Office were:

- Studying the IOC's *Host City Contract*

and creating a general framework for the preparations of the 2008 Olympic Games

- Drafting a blueprint on how to form a multi-level, efficient, professional and open team as the organising committee for the Games
- Grasping the opportunities of the 21st Universiade and Ninth National Games to firm ties with the International Olympic Committee (IOC) and the International Federations (IFs)
- Performing daily administrative duties, including those related to the Games and the close of the bid

Focusing on these major tasks, the Preparatory Office emphatically completed the following three tasks:

Drafting the BOCOG Organising Plan

Setting up a professional and efficient BOCOG was the organisational basis for hosting an Olympic Games. In step with the IOC's *Host City Contract*, the Office formulated a new plan grounded on Beijing's experience in hosting major international sports events and the positive examples of both the Sydney 2000 and the Athens 2004 Olympic Games. The first draft was completed in mid-August, and the final draft did not come out until BOCOG was established, with a dozen revisions.

Qiniandian (The Hall of Prayer for Good Harvest) at the Temple of Heaven – A UNESCO World Heritage Site



Developing the Master Schedule

The master schedule identified key milestones in the preparations for the Olympic and Paralympic Games and spanned the lifecycle of the two Games, allowing their progress to be tracked. With five revisions within four months, a 246-page draft was completed, containing more than 90,000 Chinese characters and 4,600 entries. This master schedule was worked out under the IOC guidance and in accordance with the *Candidature File*, the *Host City Contract* and some other documents. It addressed the major tasks of BOCOG in the following seven years and was later modified several times under the guidance of the IOC Coordination Commission for the Games of the XXIX Olympiad.

Staffing BOCOG

A high-level Olympic Games with distinguishing features would not be realised without the participation and support of the professionals. Within months, public servants, entrepreneurs and experts from different sectors throughout the nation were recruited, and a talent bank was created.



6.2 Establishing BOCOG



On December 13, 2001, the Beijing Organising Committee for the Games of the XXIX Olympiad (BOCOG) was established for staging both the Olympic and Paralympic Games in 2008.

In accordance with the *Host City Contract* and the *IOC-IPC Agreement Regarding the Organisation of the Paralympic Games*, Beijing was to host both Games. As the first Organising Committee for the Games of the Olympiad (OCOG) to host two Games, BOCOG set “Two Games, Equal Splendour” as its working principle.

for and coordinate personnel and resources to guarantee good preparations for the Games.

In 2003, the Beijing Olympic Games Work Leading Group was replaced by BOCOG, and some members of the Leading Group accordingly became members of BOCOG.

In January 2008 when preparation for the Games entered its final stage, the Central Government set up a preparatory work leading group for the Beijing 2008 Olympic and Paralympic Games to further strengthen organisation and coordination of the preparatory work for the Games.

6.2.1 Leading Body

The Chinese Central Government attached great importance and granted generous support to Beijing’s hosting of the 2008 Olympic Games. Prior to the establishment of BOCOG, the Central Government set up a Beijing Olympic Games Work Leading Group which comprised officials from the ministries and commissions of the Central Government as well as those from the Beijing Municipal Government. Its job was to plan

6.2.2 Decision-making Body

In the beginning, BOCOG consisted of executive members, institutional members, individual members and honorary members, totaling 88 persons.

Institutional members included representatives from the former Leading Group, ministries of the Chinese Central Government,

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1-3. Hotel Novotel Beijing, Qinglan Building and Beijing Olympic Tower – BOCOG’s three successive office places

第29届奥林匹克运动会

Inaugural Ceremony of Beijing Organizing Committee

Cérémonie Inaugurale du Comité d'Organisation

2001.12.13



December 13, 2001 – The Beijing Organising Committee for the Games of the XXIX Olympiad (BOCOG) was established.

departments of Beijing Municipality, social groups, the General Administration of Sport of China, and the Co-host Cities.

Individual members included representatives from the sports community (athletes, coaches, etc.), and the communities of education, science and technology, culture, environmental protection, public hygiene and media, as well as personages from Hong Kong, Macao and Taiwan.

Honorary members included representatives of sponsors, senior experts and those who had made remarkable contributions to the Beijing 2008 Olympic Games.

BOCOG convened one or two plenary sessions each year to brief the world on the progress of the preparations for the Games and soliciting advice and opinions.

The decision making-body of BOCOG was its Executive Board, which was composed of:

- President
- Executive President
- Executive Vice-President
- Vice-President
- Secretary General
- Advisor
- Assistant to the President
- Executive Members

The Executive Board met once every two weeks to discuss and decide on issues related to the staging of the Games.

会组织委员会成立大会

ommittee for the Games of the XXIX Olympiad
on pour les Jeux de la XXIXe Olympiade à Beijing

12.13



**Senior Leadership of the Beijing Organising Committee
for the Games of the XXIX Olympiad (BOCOG)**

Name	Position in BOCOG	Position
Liu Qi	President	Mayor of Beijing
Yuan Weimin	Executive President	Director of the General Administration of Sport of China; President of the Chinese Olympic Committee
Liu Jingmin	Executive Vice-President	Vice Mayor of Beijing
He Zhenliang	Senior Advisor	Member of the IOC Executive Board
Li Zhijian	Vice-President	President of the All-China Sports Federation; Deputy Director of the General Administration of Sport of China
Yu Zaiqing	Vice-President	Deputy Director of the General Administration of Sport of China; Vice President of the Chinese Olympic Committee
Duan Shijie	Vice-President	Deputy Director of the General Administration of Sport of China; Vice President of the Chinese Olympic Committee
Jiang Xiaoyu	Vice-President	Member of the Standing Committee of the Chinese Communist Party Beijing Municipal Committee; Head of Publicity Department
Zhang Mao	Vice-President	Vice Mayor of Beijing
Lou Dapeng	Sports Director	Vice President of International Association of Athletics Federations; President of the Chinese Athletic Association
Tu Mingde	Assistant to President	Secretary General of the Chinese Olympic Committee
Wang Wei	Secretary General	Deputy Secretary General of the Beijing Municipal Government

The working bodies of BOCOG were divided into three groups:

- Functional departments in charge of the preparation and staging of the Games
- Branches in Co-host Cities for organising competitions of individual sports
- Agencies of command, coordination, and service directly related to the preparations of the Games

For the sake of efficiency and effectiveness, in the early stage, standing bodies in the first group would take up all the related responsibilities, as bodies in charge of the general work of the first group was set up first while those in charge of the Games-time tasks of the first group and most of the second and the third groups were not set up until some time later.

6.2.3 Working Bodies

Upon establishment, BOCOG had 13 departments:

General Office

Responsible for the schedule of senior leaders of BOCOG; conference organisation; official documents preparation; coordination and liaison between BOCOG and various government departments as well as other Co-host Cities; BOCOG's internal administration activities and the coordination of city operations projects for the Games

Project Management

Responsible for the compilation, project management and adjustment of overall development plans for the Beijing 2008 Olympic and Paralympic Games. It also provides services for BOCOG's decision-making and for organising and coordinating risk management programmes.

International Relations

Responsible for liaison and communications with the IOC, NOCs and other Olympic Family members, as well as providing relevant services

Sport

Responsible for the organisation of all sports competitions of the Games of the XXIX Olympiad and the Paralympic Games of 2008

Media & Communications

Responsible for news release, media relations and general publicity, as well as the BOCOG official website and Olympic education

Construction & Environment

Responsible for the coordination and supervision of Olympic venues and facilities as well as construction and environmental protection issues

Marketing

Responsible for all fund-raising activities associated with the Games, marketing activities which include the sponsorship programme and licensing programme, and the implementation of the IOC's Marketing Plan within the jurisdiction of the Chinese Olympic Committee (COC)

Technology

Responsible for providing the Beijing 2008 Olympic and Paralympic Games with necessary technical support in effectively maintaining competition records, information, telecommunications and other operations

Legal Affairs

Responsible for the management of contracts and other legal affairs of BOCOG and the protection of the Olympic Games' intellectual property rights

Games Services

Responsible for accommodation, accreditation, catering and spectator services as well as the operations of the Olympic Village and other venues for the two Games

Audit & Supervision

An administrative institution of the BOCOG Supervision Commission, responsible for supervising the use of BOCOG's funds and materials as well as the performance and motivation of its staff

Human Resources

Responsible for the organisational set-up and human resource management of BOCOG, including the recruitment, training and management of BOCOG staff and volunteers

Finance

Responsible for the management of BOCOG's general budget, annual budget and accounting, financial risks management, logistics management and procurement of the Games

BOCOG gradually expanded its departments and staff in line with the demands of the Games preparations. By the end of July 2008 when the Games were to open, there had been altogether 29 functional departments and two impersonal entities – Beijing Olympic Broadcasting Co., Ltd and Beijing Olympic Games' Opening & Closing Ceremonies Operation Centre directly under the BOCOG umbrella. Departments added included:

- Culture & Ceremonies
- Security
- Media Operations
- Logistics
- Paralympic Games
- Venue Management
- Volunteer
- Transport
- Beijing Olympic Media Centre
- Beijing Olympic Torch Relay Centre
- Beijing Olympic Accreditation Centre
- Opening & Closing Ceremonies
- Olympic Village
- Beijing Olympic Ticketing Centre
- Beijing Olympic Arrival & Departure Centre

Another two departments of Medical Services and Information Services were set up but then merged or cancelled.

6.2.4 BOCOG Branches

Sailing was to be held in the city of Qingdao, and football preliminaries in the cities of Tianjin, Shanghai, Shenyang and Qinhuangdao. During the 117th IOC Session in July 2005, after discussions between the IOC, BOCOG and FEI, equestrian events were moved from Beijing to Hong Kong.

To ensure preparations and competitions for these events, BOCOG established three branches:

- The Sailing Committee (Qingdao) of Beijing Organising Committee for the Games of the XXIX Olympiad
- The Equestrian Committee (Hong Kong) of Beijing Organising Committee for the Games of the XXIX Olympiad
- Co-host Cities Office for Football of the Games of the XXIX Olympiad

These branches were under the leadership of both BOCOG and the local governments.

6.2.5 Supervision, Construction and Coordination Bodies

Preparation for the Games was a massive project that involves infrastructure construction, environmental management, security, transportation, healthcare and public relations. The Chinese Central Government and the Beijing Municipal Government established a series of supervision, construction and coordination bodies to track the Games preparation.

Here are just a few examples:

- The Supervision Commission of the Games of the XXIX Olympiad comprised 23 members representing the Ministry of Supervision, the National Audit Office and other administrative departments of the state, and some of them were deputies to the National People's Congress (NPC) or members of the Chinese People's Political Consultative Conference (CPPCC). The commission was responsible for conducting separate and all-around supervision over the preparatory work of the Beijing 2008 Olympic Games.
- Commission on Science and Technology for the Beijing 2008 Olympic Games, established on June 7, 2002, was responsible for advising BOCOG on the technical issues and providing up-to-date technology for the construction of Olympic projects.
- The Beijing Municipality 2008 Engineering Construction Headquarters, established in

October 2003 under the leadership of the Beijing Municipal Government, was an interim institution responsible for coordinating the construction of Olympic venues and facilities. Under the auspices of this command centre was the Beijing 2008 Project Construction Headquarters Office which comprised 57 people with 10 departments, responsible for the day-to-day operational duties.

- The Beijing Municipality 2008 Environment Construction Headquarters was established in December 2005 under the leadership of the Beijing Municipal Government and was an interim institution responsible for coordinating and supervising the construction and improvement of landscapes and environmental facilities. The Beijing Municipality 2008 Environment Construction Headquarters Office which comprised 60 people with six departments was under the auspices of this headquarters, responsible for the day-to-day operational duties.

Since 2004, after BOCOG undertook the function of the Beijing Olympic Games Work Leading Group, some coordination bodies engaging in security, international relations, communications, transport, legislation, volunteer work, training, medical service, food hygiene, air quality control and airport service have been established with a view to guaranteeing BOCOG's preparations for the Games.

6.3 Staffing BOCOG



Much of the credit for a high-level Olympic Games can be attributed to a highly effective team, which is also crucial to the smooth progress of the preparations for the Games.

By combining the experience of Sydney, Atlanta and other cities with Beijing's specific conditions, BOCOG expanded its staff to 4,000 when the Games were staged. Staff would be enrolled gradually during the preparations, and by the end of 2002, BOCOG staff would total some 200, and by 2004 when the Games in Athens concluded, the number would rise to some 500, and still to over 1,000 by the end of 2006. Staff were expected to be in position before the Beijing 2008 Olympic Games opened.

BOCOG paid staff were to comprise those selected from the government departments, colleges and

universities, enterprises and public institutions, those recruited from around the globe as well as those from BOCOG partners and sponsors. Later, a number of volunteers, interns and contractors would also work for BOCOG.

BOCOG's personnel departments worked out rules in a bid to institutionalise the recruitment to make it open and fair. In the light of the tasks and specifications of the posts, BOCOG staff were organised, assigned, managed and supervised effectively. General, professional, venue and job training were offered to ensure proficiency in preparing for the Games.



Conclusion

At the 112th IOC Session, which was to select the Host City for the Games of the XXIX Olympiad, Beijing swept to victory in the second round of voting, a logical consequence of its competitive strength and strenuous efforts. Its experience would be of great value to future Applicant Cities.

Improved Economic Strength

After implementing the policy of reform and opening up for two decades, China has made great strides in its modernisation drive. From 1990 through 1999, its GDP had been increasing at an annual average rate of about 10 per cent. By 2000, its GDP had exceeded US\$ 1 trillion. In the years between 2001 and 2010, the country's GDP is expected to maintain the growth momentum at rates between 7 per cent and 8 per cent.

Beijing has played an important role in China's economic development. Its economy maintained a double-digit growth rate in the last decade of the 20th Century, making it one of the fastest growing among world's capital cities. In the year 2000, its regional GDP reached US\$ 30 billion, and this figure is expected to double by 2010.

China and Beijing's fast growing economy helps provide adequate financial and material resources for

hosting an Olympic Games. When Tokyo, Seoul and Barcelona hosted the Olympic Games, their countries had a GDP of US\$ 190 billion, US\$ 169.2 billion and US\$ 164.2 billion respectively. In comparison with these cities, Beijing is confident of its continually enhancing economic strength for hosting the Olympic Games in 2008.

Remarkable Sports Achievements

China had time-honoured sports tradition, as well as its own sports and games. Since its first involvement in the Olympic Movement, China has made significant progress in developing its modern sports.

Chinese athletes have made their marks in the world sports arena. In the 50 years between 1949 and 1999, they created or broken 1,021 world records and won 1,298 world championships. Between 1979 and 2001, Chinese athletes attended five Games of the Olympiad and six Olympic Winter Games, bringing home a total of 239 medals, including 80 golds, 89 silvers and 70 bronzes. At the Sydney 2000 Olympic Games, the Chinese athletes excelled themselves in both the competition and the sportsmanship of fair play.

The rapid development of China's competitive sports has given impetus to the growth of its mass fitness initiative,

Beijing Ancient Observatory, the oldest of its kind in the world



College students hail their support for Beijing's Olympic bid

and the concept of "Sports for All" has taken root throughout the country. China's rapid development in sports and its vigorous participation in the Olympic Movement make its hosting an Olympic Games only a matter of time.

Favourable Social Environment

As the largest developing country in the world, China enjoys political and social stability. Beijing is the centre of China's politics, culture and international exchanges. For years, its comprehensive social development index has ranked first in the country.

Comparative studies show that Beijing is one of the safest among the world's major cities, with the lowest rates of crime, traffic accident mortality and fire incidence, and with no record of any international terrorist attacks. Since the 1990's, Beijing has considerably improved its urban security system and rescue services.

Beijing has rich experience in staging large-scale international events. In an ever accelerated drive to open its door wider to the outside world since the 1990's, Beijing has successfully hosted many major events of

international importance. This has enabled Beijing to gain valuable experience in planning, organising and managing international events, and in providing good services of logistics, transportation, accommodation and security.

Beijing's modern sports venues, facilities, communications, and hotel services have the capacity to meet the requirements for hosting the Olympic Games.

By enforcing more effective strategies and pouring in a larger investment, Beijing has demonstrated a stronger resolve to tackle the problems concerning environment, traffic and the location of sports venues.

Strong Backing from the Government

Beijing's bid for the 2008 Olympic Games won full support from China's government authorities.

Jiang Zemin, then Chinese President, wrote to Juan Antonio Samaranch, then IOC President, and all the IOC members, and met with the members of the IOC Evaluation Commission in Beijing to express his unequivocal support for Beijing's bid. Zhu Rongji,

then Premier of the State Council, signed a covenant promising strong financial backing of the Chinese Central Government for the Games.

The Beijing Municipal People's Congress and the Beijing People's Political Consultative Conference adopted resolutions in support of the city's Olympic bid. The Beijing Municipal Government and the authorities of the districts and counties under its jurisdiction all made commitments to meeting the requirements in funding, land use, human resources, and sports venues and facilities needed for hosting the Games.

The political parties in China also expressed unanimous support for the Olympic bid.

The joint pledges of support from the Central Government and the Beijing Municipal Government for the construction of the Olympic venues and infrastructure were a trump card of BOBICO, which enhanced the confidence of the international community in Beijing and displayed the advantage of the city's Olympic bid project as one that was government-driven.

Passionate Support of the People

China has one fifth of world's population, among which 400 million are youths and teenagers. Hosting an Olympic Games in such a country is the perfect embodiment of the Olympic ideals and would make great contributions to the Olympic Movement. The Chinese people have long cherished the dream of hosting this great event. That is why Beijing's Olympic bid had the most extensive backing from the Chinese society.

Beijing enjoyed greater people support than the other four Candidate Cities. A Gallup Poll in Beijing in November 2000 indicated that 94.9 per cent of Beijing citizens were in favour of the city's bid for the Olympic Games. The independent survey by the IOC several months later claimed the percentage to be 96.4 per cent.

Soon after its establishment, BOBICO received more than 2,000 emblem designs and over 30,000 bid slogan entries from across the nation. Residents, students, athletes and prominent figures from Beijing

and throughout the country expressed their support through a variety of means, including collecting signatures, producing paintings and calligraphy, holding concerts, organising sports events and touring around the world.

A number of Chinese enterprises and foreign enterprises in China also offered to sponsor Beijing's bid.

Inspiring Concepts and Plans

"New Beijing, Great Olympics" was the slogan for Beijing's Olympic bid and the three concepts of "Green Olympics, High-tech Olympics and People's Olympics" were the guiding principles. Emphasis was placed on fostering the understanding of the Olympic ideals among the Chinese people, especially among 400 million youths and teenagers. It would not only conform to the call of the Olympic Movement, but also bring to the Olympics new changes.

With a view to overall urban planning, an all-round scientific and economical Games plan was formulated to promote sustainable development, including:

- Planning and layout of the Olympic venues
- Infrastructure renovation plan concerning transport, communications and environmental protection
- *Green Olympics Action Plan, High-tech Olympics Action Plan and People's Olympics Action Plan*
- Cultural relic protection plan

Home for many major competition venues, the Olympic Green, which integrated the three pillars of the Olympic Movement, namely, sports, culture and environment, would add unique charm to the overall plan.

The plan also gave full consideration to the special needs of the Paralympic Games of 2008 and the athletes with a disability.

The Olympic Village and the Olympic venues would meet the international standards in terms of accessibility. With upgraded accessible facilities, Beijing would provide first-class services for the Paralympic Games and create favourable social environment for the people with a disability.



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1. Advertisement for Beijing's Olympic bid on the tourist buses in Beijing
2. Red Leaves of Xiangshan (Fragrant Hills)

The successful delivery of these plans would surely leave a valuable Olympic legacy to Beijing and China.

Effective External Liaison and Marketing

Throughout the bid, BOBICO gradually broadened the contact with the global media and created a favourable media environment. Between October 2000 and June 2001, BOBICO received more than 200 groups of journalists and reporters from international news agencies. The effort produced concrete results: more international media coverage was targeting the positive side of Beijing while the percentage of negative media coverage dropped from over 50 per cent to less than 15 per cent.

Besides exchanges with the international media, BOBICO tried to open up new channels within the IOC's

bid framework for IOC members to know more about Beijing.

BOBICO also launched a successful marketing campaign. The total budget for the bid was US\$ 24.6 million, one third of which came from the Central Government. For more than a year, BOBICO's marketing staff contacted and negotiated with more than 100 businesses and signed some 70 agreements, raising nearly US\$ 14 million, a solid contribution to Beijing's Olympic bid.

Professional Bid Team

Beijing's bid team was comprised of the leading group, 203 BOBICO members and 117 working staff. They formed a highly professional, efficient and devoted team, willing to take up challenges.



The team accomplished four major tasks:

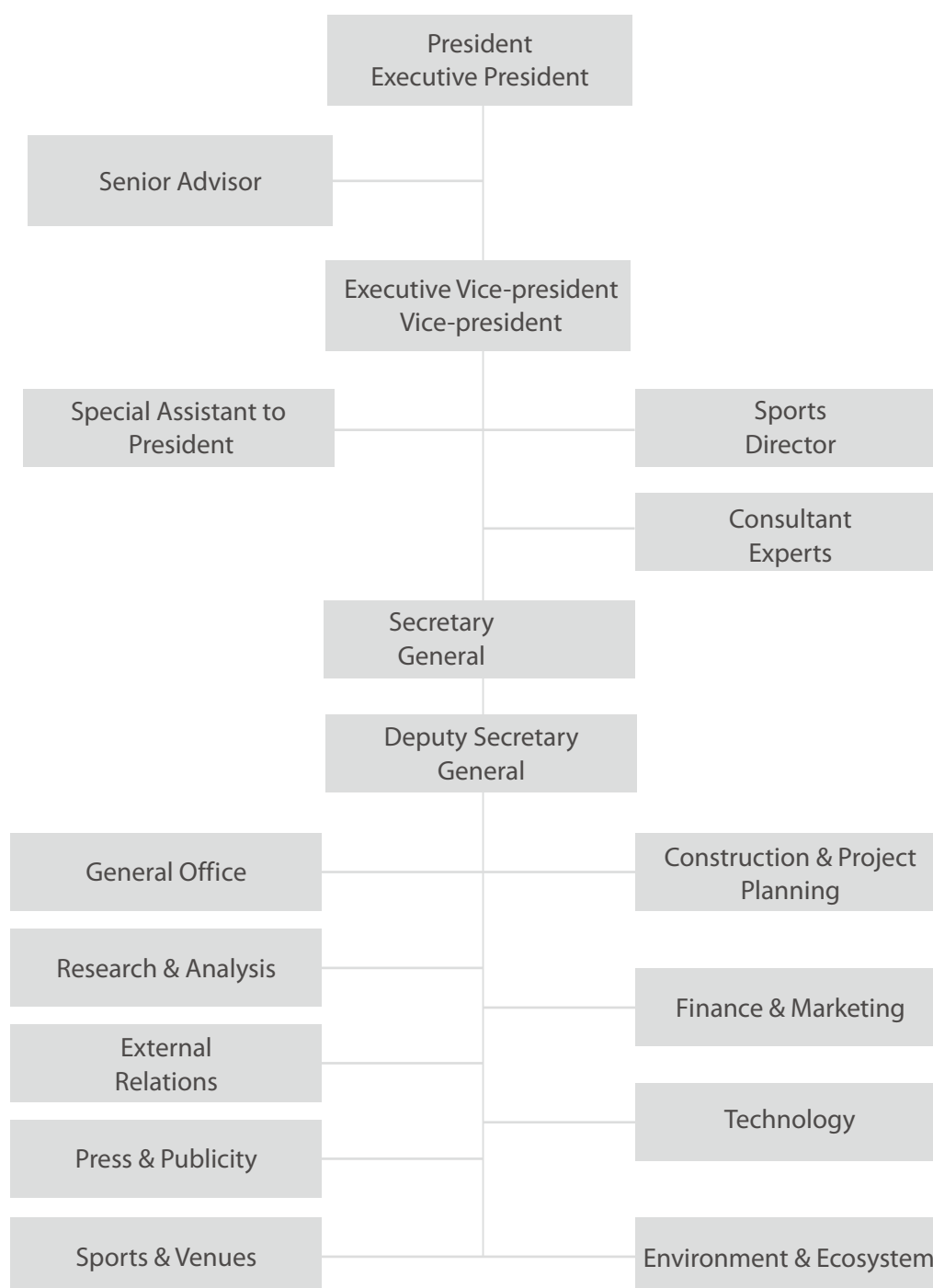
- Producing a quality *Candidature File*, thus laying a solid foundation for Beijing's selection as the Host City of the 2008 Olympic Games
- Preparing impressive and persuasive presentations, which convinced the IOC of Beijing's competence in hosting the Games
- Conducting effective marketing programmes to offer strong financial support, which promoted the

image of Beijing and China and gained worldwide favour for Beijing's bid

- Offering strong financial support with effective marketing programmes, which significantly contributed to the successful bid

Appendix 1:

Organisational Structure of BOBICO



Appendix 2:

Replies to the Applicant City Questionnaire

1 Motivation

The modern Olympic Games have not yet been celebrated in China, the most populous nation on the globe.

After its failed initial endeavour to be the Host City for the 2000 Olympic Games, Beijing has continued its pursuit, and again submitted its application for the 2008 Olympic Games.

Central to this decision is China's genuine desire to further promote and popularise the Olympic ideal and the Olympic Movement in China and across the world. The Olympic Movement is a noble endeavour with the aim to promote the understanding and friendship between peoples, and safeguard world peace through sport. China earnestly hopes to strengthen this noble cause by hosting the 2008 Olympic Games in Beijing.

By hosting the Games, Beijing and China will be further opened to the world. Its economic development and social progress will be accelerated. The whole world will know Beijing and China better.

Of greater importance will be the invigoration of Chinese people's interest in Olympic sport and greater contribution of the country to international sport.

2 Concept

The ideals China has proposed for Beijing as the Host City of the 2008 Olympic Games may be summed up as follows:

- Harmony of man with nature
- Integration of sport and culture
- Successful application of information technology

These ideals will find full expression in the construction of the Olympic Green and in the actual staging of the Games.

The Olympic Green will be the centrepiece of the Olympic-related activities where the National Stadium for the Opening and Closing Ceremonies and athletics, together with competition venues for 11 other sports, will be located.

The layout of competition venues will follow the principle of compactness and reasonable dispersion.

The Olympic Green will cover a total area of 1,215 hectares, of which 760 hectares will be taken up by wooded and greenery patches, 50 hectares by the Chinese Ethnic Culture Park, and 405 hectares by the Beijing International Exhibition Centre of Sports. The Olympic Green will be located at the northern tip of the city's central axis. To the south lies the downtown district, to the west the city's area concentrated with research institutions and colleges and universities, scenic spots and places of historical interest, and to the east huge residential quarters under construction. The Olympic Green will become the city's most important centre for cultural, recreational and sports

activities after the Olympic Games.

In the Olympic Green's main area, earmarked for construction, will be the main stadium with a capacity for 80,000 spectators, two large-size multifunctional indoor stadiums, the Olympic Village and the Beijing International Exhibition Centre of Sports. Plus the existing National Olympic Sports Centre, the Olympic Green will boast 15 competition sites. The Olympic Green will be landscaped and built with energy-saving and recyclable materials, so that the ecological surroundings will be fully preserved and improved. The Olympic Green, in addition, will be equipped with all necessary cultural and exhibition facilities. Except for sailing competitions and football preliminaries, which will be held outside of Beijing, all remaining competitions and training will be conducted in Beijing's venues, which can all be reached within a 30-minute ride from the Olympic Village.

The state-of-the-art high-tech devices and equipment will be employed to provide athletes, officials, journalists and spectators with multi-lingual, multi-media and comprehensive information service.

3 Future Bid Committee

The Beijing 2008 Olympic Games Bid Committee (BOBICO) is composed of people from various circles including the Beijing Municipal Government, the General Administration of Sport of China, the Chinese Olympic Committee (COC), China Disabled Persons' Federation and relevant departments of the Chinese Central Government, athletes, cultural and educational experts, scientists, entrepreneurs and noted public figures.

BOBICO's key members:

Liu Qi	President	Mayor of Beijing
Yuan Weimin	Executive President	Director of the General Administration of Sport of China; President of the Chinese Olympic Committee
Li Zhijian	Executive Vice-president	President of All-China Sports Federation
Liu Jingmin	Executive Vice-president	Vice Mayor of Beijing
Lou Dapeng	Director of Sports	Vice President of the International Association of Athletics Federations
Tu Mingde	Secretary General	Secretary General of the Chinese Olympic Committee
Wang Wei	Secretary General	Deputy Secretary General of Beijing Municipal Government

The executive body of BOBICO is its Executive Board, with eight functional departments under it:

General Office	Research & Analysis
External Relations	Press & Publicity
Sports & Venues	Construction & Project Planning
Finance & Marketing	Technology

The Chinese Olympic Committee will support, participate in and supervise the work of BOBICO.

4 Government Support

Beijing is the capital of the People's Republic of China (PRC), and a municipality directly under the Chinese Central Government.

Beijing's Olympic bid has obtained the formal approval of the Chinese government. Jiang Zemin, President of the People's Republic of China, and Zhu Rongji, Premier of the State Council, have expressed their support for Beijing's bid. The Chinese government has pledged to render financial and other assistance for the bidding and the staging of the Games.

In February 2000, resolutions were adopted by both the Beijing Municipal People's Congress (the city's organ of state power) and the Beijing Municipal Committee of the Chinese People's Political Consultative Conference (the city's political consultation organ) in support of the city's bid to host the Games. Most of the municipal infrastructure projects needed for the Games have been entered in the city's development plans, which are already being or will soon be implemented.

The Beijing Municipal Government and the district and county governments under it have all made written assurances to satisfy the needs of hosting the Olympic Games for funds, land, personnel, venues and other sports facilities.

5 Legal Guarantee

There are no legal obstacles to Beijing's bid to host the 2008 Olympic Games, nor do any laws or regulations run counter to the *Olympic Charter* and the *Host City Contract*. Both the Chinese Central Government and the Beijing Municipal Government have expressed their readiness to fully comply with the provisions of these legal documents.

China's laws and regulations currently in force are sufficient to protect the legitimate rights and interests of the International Olympic Committee (IOC) and guarantee a successful Olympic Games in Beijing.

The Law of the People's Republic of China on Physical Culture and Sports, promulgated in 1995, stipulates in Article 34: "Use of banned drugs and methods is strictly prohibited in sports activities. Institutions in charge of testing banned drugs shall conduct strict examination of the banned drugs and methods."

The General Administration of Sport of China has drawn up the *Regulations on Strict Prohibition of Doping in Sports Activities*. The Chinese Olympic Committee has established an Anti-Doping Commission and the various sports associations of the country have each formulated corresponding regulations punishing doping offences. For eleven consecutive years since 1989, China Doping Control Centre of the National Research Institute of Sports Medicine has passed the accreditation and annual re-accreditation tests by the IOC. China's sports associations have maintained close cooperation with various international sports organisations in their fight against doping.

6 Public Opinion

Beijing's bid to host the 2008 Olympic Games enjoys widespread support of the general public.

Since September 1999, when the Beijing 2008 Olympic Games Bid Committee (BOBICO) was set up, people of Beijing and the country as a whole have shown intense interest in Beijing's bid effort.

Early in 2000, BOBICO collected more than 2,000 designs for the BOBICO logo and over 30,000 suggestions for the bid slogans. People throughout the country have shown their support for Beijing's bid through various initiatives such as signature campaigns, and many domestic and international enterprises have made contributions to BOBICO in support of its candidature.

An opinion poll was conducted in Beijing in February and March 2000 by an independent survey institution at the request of BOBICO. The target audience was aged between 18 and 65 and all of them are permanent residents of Beijing, selected at random but proportionally across the age span, and representing different walks of life. Door-to-door visits were paid, during which the subjects responded to the questions by filling out the questionnaires. Those polled included civil servants, office employees, workers, teachers, unemployed and retirees, students, farmers, etc. The results showed that 94.6 per cent of those polled expressed support for Beijing's Olympic bid. Only 5.4 per cent were noncommittal or against it.

Those who opposed were concerned mainly over the huge expenditure involved and the fact that people would feel greatly hurt should the bidding efforts again not succeed. Others felt that the Olympic Games might not necessarily be held in Beijing, as some of China's other cities were, in their opinion, as well qualified.

7 Existing Basic Infrastructure

The main airport to be used for the 2008 Olympic Games will be the newly expanded Beijing Capital International Airport.

The Beijing Capital International Airport is Beijing's biggest airport, boasting a floor space of about 400,000 square metres and providing altogether 200 international air routes. Beijing is linked to 70 cities in 40 countries by direct flights, and passengers from most of the capitals and major cities of other countries can reach Beijing with only one transfer.

The Beijing Capital International Airport has a designed capacity for handling 35 million passengers, 1.2 million tons of freight and 240,000 flights. It can arrange 72 flights and transport 12,200 passengers during a peak hour. In addition, the airport offers private-plane and chartered-flight services, as well as an Olympic Channel to meet the needs of Beijing as an Olympic Games Host City.

A 15-minute ride on the airport expressway takes the passengers into the downtown area (16 Kilometres), a ride of about 20 minutes to the Olympic Green (21 Kilometres), and a ride of 15 to 30 minutes to the main hotel areas (17-30 Kilometres).

During the Olympic Games, the Tianjin Binhai Airport will serve as a standby. A ride of about one hour by expressway can take the passengers from the Tianjin Binhai Airport to Beijing's downtown area (115 Kilometres).

8 Planned Urban Infrastructure

	Projects	Sources of Funds	Ways of Financing	Date of Completion
Road Transport	Fourth Ring Road and expressways linking the ring roads (100 km)	Government & corporations	Government appropriation Bank loans Corporation investment	2001
	Highway Belt One (93km)	Municipal & district governments	Government appropriation	2005
	Major urban road construction and renovation (105km)			2002
Railway Transport	Suburban light railway from Dongzhimen to Xizhimen (40.5 km)	Government & corporations	Government appropriation Bank loans Corporation investment	2002
	Light railway feeder line to the Summer Palace (8 km)	Corporations	Bank loans Corporation investment	2005
	Light railway to the Capital Airport (16km)			2005
	Subway Line 5 (27.8 km)	Government & corporations	Government appropriation Bank loans Corporation investment	2005
	Subway Batong Line (17.2 km)			2002
Telecommunication	3G mobile communications system covering the whole city	Corporations	Bank loans Corporation investment	2005
	Broad-band telecommunications system covering the whole city			2005
	Digital satellite TV			2004

9 Additional Urban Infrastructure

To meet the transport needs for holding the Olympic events, an additional five-Kilometre subway line will be constructed which leads straight to the Olympic Village (see Map A).

In terms of telecommunications, Beijing, at present, has 120 optical rings, 2.1 million mobile phone users, 1.9 million Internet users. The number of registered ISPs (Internet Service Provider) in China has reached 600, and there are several thousand ICPs (Internet Content Provider). The technical level and volume of the telecommunications facilities of Beijing will be constantly upgraded. By 2008, the rate of FTTH (fibre to the home) will be raised to 50 per cent and the number of mobile phone users to eight million, 50 per cent of whom will be using the 3G (third generation) Broadband Mobile Communications System; and there will be 200 million Internet users in China. For the 2008 Olympic Games, additional ICPs will be installed to guarantee a strong technical support for diversified information services to the athletes, officials, journalists and spectators.

10 Dates of the Olympic Games

Beijing will be able to host the 2008 Olympic Games from the last week of July to the first week of August 2008.

The records for the past 30 years provided by China Meteorological Administration:

	Average Temperature	Average High	Average Low	Rainy Days
July	25.8°C	30.8°C	21.5°C	10
August	24.4°C	29.4°C	20.2°C	9
September	19.6°C	25.7°C	13.8°C	4

However, as indicated above, a better time for holding the Olympic Games in Beijing would be from the end of August to mid-September, when the weather is cooler and there are fewer rainy days.

We will nevertheless fully respect and abide by the final decision of the IOC as to the actual dates for staging the Beijing 2008 Olympic Games.

11 Existing Sports Infrastructure

Sports Facilities	Sport
1. Olympic Sports Centre Stadium	Football
2. Olympic Sports Centre Gymnasium	Handball
3. Yingdong Natatorium	Synchronised Swimming
4. Olympic Sports Centre Hockey Ground	Hockey
5. Olympic Sports Centre Softball Field-A	Softball
6. Capital Indoor Stadium	Volleyball
7. Beijing Shooting Range Hall	Shooting
8. Beijing Archery Field	Archery
9. Workers' Stadium	Football
10. Workers' Indoor Stadium	Boxing
11. Fengtai Baseball Centre	Baseball
12. Laoshan Velodrome	Cycling
13. Bayi Modern Pentathlon Centre	Modern Pentathlon
14. Equestrian Park	Equestrian
15. BSU Stadium	Beach Volleyball
16. BUAA Gymnasium	Basketball
17. Tsinghua Gymnasium	Weightlifting
18. Shanghai Stadium	Football
19. Shenyang Stadium	Football

Note: There are also 47 training venues.

12 Planned Sports Infrastructure

Sports Facilities	Date of Completion	Investors	Sport
1. Changping Aquatic Sports Club	2002	Beijing Cable Water Skiing Co.,Ltd.	Canoe/Kayak (slalom)
2. National Tennis Centre	2005	Beijing Municipal Government	Tennis
3. Laoshan Velodrome	2005	General Administration of Sport of China	Cycling (track)
4. Beijing Shooting Range Hall	2005	General Administration of Sport of China	Shooting
5. Beijing International Exhibition Centre of Sports (IESC) Hall A	2007		Rhythmic Gymnastics; Trampoline
6. IESC Hall B	2007	China Councils for the Promotion of International Trade	Fencing
7. IESC Hall C	2007	Beijing Councils for the Promotion of International Trade	Badminton
8. IESC Hall D	2007		Wrestling
9. Wukesong Indoor Stadium	2005		Basketball
10. Wukesong Indoor Swimming Pool	2005	Beijing Municipal Government	Swimming
11. Wukesong Water Polo Pool	2005		Water Polo
12. CIPE Sports Hall	2005	Beijing Normal College for Physical Education	Taekwondo; Judo
13. BSU Indoor Stadium	2005	Beijing Sport University	Volleyball
14. Shunyi Water Sports Centre	2005	Beijing Municipal Government	Rowing; Canoe/Kayak (flatwater)
15. Ming Tombs Reservoir	2005		Triathlon
16. Qingdao Sailing Centre	2002	Qingdao Municipal Government	Sailing
17. Tianjin Stadium	2004	Tianjin Municipal Government	Football (preliminaries)
18. Qinhuangdao Stadium	2002	Qinghuangdao Municipal Government	Football (preliminaries)

13 Additional Sports Infrastructure

Sports Facilities	Sports
1. National Stadium	Athletics; Opening & Closing Ceremonies
2. National Indoor Stadium	Gymnastics; Handball (finals)
3. People's Sports Palace	Table Tennis
4. National Hockey Stadium	Hockey
5. Olympic Sports Centre Softball Field-B	Softball

14 Olympic and Media Villages

The Olympic Village, with an area of 80 hectares and a floor space of more than 400,000 square metres, will be located in the landscaped Olympic Green. The Village will be designed with an emphasis on providing comfort, convenience and security for athletes and officials, and easy access to transportation, and it will be environmentally friendly. All this will be conducive to the well-being of the athletes and the achievement of good results in competitions.

The Olympic Village will consist of apartment buildings of no more than six storeys, with twin-bed rooms, toilets and showers, serviced with elevators and capable of accommodating 15,000 athletes and officials. There will be dining rooms offering round-the-clock service and diversified styles of food. Other facilities will include hospital, clinic, conference hall, shopping centre, cinema, theatre, library, banking office, post office and venue for religious activities. The Village will run a bus service offering many alternative routes. Environment-friendly means of transport will be used. Competition venues for 12 sports including athletics will be within walking distance (even though transport will be available). With the exception of sailing competitions and football preliminaries, venues for all other sports can be reached within a 30-minute ride. A 15-minute subway ride will take one to the city centre.

The Media Village will be located in a group of hotels close to the Main Press Centre and the International Broadcast Centre. The Media Village will offer rooms of different grades and be able to accommodate 15,000 journalists. The hotels will be installed with up-to-date communications and network equipment, which will provide services round the clock.

When the Games are over, the buildings and facilities in the Olympic Village will be offered for sale or lease by the developers; the post and banking offices and libraries will serve the local communities.

The Olympic Village will be financed and constructed by developers chosen through public tender.

BOCOG will bear the expenses of the athletes and officials duly accredited for the Olympic Games according to the quota set down by the IOC.

15 Environment

The staging of the Olympic Games in Beijing will harmonise with the implementation of the city environmental protection plans.

The Objectives and Measures of Beijing in Prevention and Control of Environmental Pollution (1998-2002) is being implemented in Beijing and the outline of environmental protection for the 2003-2007 period has been worked out. Beijing Municipality has made plans to invest, in the ten years starting from 1998, a total of US\$ 12 billion in environmental protection projects which include the projects for improving the city's industrial layout and infrastructure, a supply of four billion cubic metres of natural gas to rebuild the energy structure, a rise of 90 per cent in capacity to treat solid waste and waste water, the upgrading of the air quality to meet the World Health Organisation (WHO) standards by 2008, the reduction of noise pollution and optimisation of the city's traffic conditions to reach the internationally recognised standards. If Beijing is chosen as the Host City of the 2008 Olympic Games, the Municipal Government will speed up the environmental protection plans in order that the Olympic Games can proceed in even better environmental surroundings and, at the same time, create a better living environment for Beijing citizens.

At present, the environmental impact of the Olympic venues is being assessed. The major ecological zones and historical relics will be protected in venue construction. The guiding principles of environmental protection and sustainable development will be followed in the construction and renovation of the venues through the application of energy-saving and environmentally-friendly building materials, technologies and equipment.

Beijing has at the moment 11 million permanent residents and a transient population approximating 1.6 million. During the 2008 Olympic Games, Beijing expects to have an additional half a million people as the city's guests, who can be readily accommodated without disturbing the city's daily operations.

16 Accommodation

Beijing is becoming a modernised international city, which is manifested in its hotel accommodating capacity. As a matter of fact, Beijing has the capacity to accommodate all the guests should the Games be held in the city today. At present, it boasts 241 star-rated hotels with a total of 71,669 rooms.

Class	Number of Hotels	Number of Rooms
5-star hotel	17	10,634
4-star hotel	33	18,651
3-star hotel	65	20,027
2-star hotel	97	17,676
1-star hotel	29	4,681

Additionally available for Olympic accommodation are universities' student apartments with 8,990 rooms plus other lodging facilities with another 63,358 rooms.

In the next five years, 29 more hotels will be built, including five five-star hotels, eight four-star hotels, seven three-star hotels and nine two-star hotels, which means an addition of 7,368 rooms. Besides, another 6,000 rooms for lodging and 15,096 campus rooms will be available. Almost all the Olympic venues and facilities have star-rated hotels nearby.

In the city of Tianjin, a drive of about one hour from Beijing, over 6,000 hotel rooms will be put at service in the event of additional need.

17 Transport

Beijing has a fairly developed urban transport system, composed of the completed Second and Third Ring Roads of a total of 81 kilometres around the city, the soon-to-be completed Fourth Ring Road and the roads linking the ring roads with a total of 65 kilometres. By the end of 2005, a complete network of transport will have been in place.

Transport has been recognised as a major challenge for any Olympic host city. However, the Olympic Green, the rest of the competition and training venues inside the city, the airport, the IOC Headquarters and other hotel areas are all within a 30-minute drive and 81 per cent of the competition and training venues are located along the ring roads.

The majority of the competition venues and all three main hotel areas are to be connected by expressways.

18 Security

In accordance with China's legal and administrative systems, an Olympic Games ad hoc Security Commission will be formed jointly by the Ministry of Public Security, the Beijing Municipal Public Security Bureau, the Armed Police Forces stationed in Beijing and BOCOG. This commission will have the full responsibility for the security of the Olympic Games. The Minister of Public Security will be the supreme leader responsible for the city's security affairs.

The security resources that Beijing plans to provide for the 2008 Olympic Games include:

- Police force operating in Beijing under the direct command of the Ministry of Public Security
- Beijing Municipal Police
- Armed Police Forces stationed in Beijing
- Police force stationed on the periphery of the city, which can be dispatched for duties whenever the need arises
- Professional security guards from security service companies

For competitions to be held in the Co-host Cities, security matters will be handled by the local police organs under the unified command of the Ministry of Public Security.

19 EXPERIENCE

Over the years, Beijing has accumulated rich experience in hosting large-scale sports competitions. It has successfully hosted five National Games, each participated by more than 60 delegations with nearly ten thousand athletes and featuring 27 Olympic sports and 294 events. In 1990, Beijing was also the host of the 11th Asian Games.

In the last ten years, China's various sports associations have hosted many important international competitions including the World Gymnastics Championships, World Table Tennis Championships and East Asian Games; and Beijing is scheduled to host the 21st Universiade in 2001. The city has established good cooperative relations with the Chinese Olympic Committee and other sports organisations and gained a wealth of experience in organising competitions, guest reception, logistics service and press coverage. The city has a team of experienced experts and professionals.

10 major sports events Beijing has hosted in the past decade:

1. Women's volleyball World Championships	August 22-September 1, 1990
2. The 11 th Asian Games	September 22-October 7, 1990
3. The Finals of the 13 th Weightlifting World Cup	December 5, 1992
4. The Eighth FINA Diving World Cup	May 28-June 1, 1993
5. Shooting World Cup	May 4-10, 1994
6. The Sixth Far East & South Pacific Games for the Disabled	September 4-10, 1994
7. The Fourth Mountain Bike Championships	May 8-10, 1998
8. Beijing International Marathon	1990-1999 (Annually)
9. International Gymnastics Competition	1990-1997 (Annually)
10. Short-course Swimming World Cup	1993-1999 (Annually)

20 Candidature Budget

The budget will total US \$ 24.6 million, of which eight million will be provided by the Beijing Municipal Government and the Chinese Central Government, and the rest by corporations and social groups in the form of donation and sponsorship.

21 Government Contributions

The Chinese Central Government and the Beijing Municipal Government have pledged that, if Beijing is given the honour of hosting the 2008 Olympic Games, the Ministry of Finance and the Beijing Municipal Bureau of Finance will provide BOCOG with all the funds needed to defray the expenses in advance of the receipt of any of its revenues. In the case of overspending, the Ministry of Finance and the Beijing Municipal Bureau of Finance will pay

the difference.

The Ministry of Health, the Ministry of Public Security, the General Administration of Customs and the State Administration for Entry-Exit Inspection & Quarantine have undertaken to provide BOCOG with free services in medical care, security, customs, and entry-exit inspection and quarantine.

All public stadiums and gymnasiums will be made available to BOCOG either free of charge or at a rental cost to be pre-approved by the IOC.

The Beijing Municipal Government and ministries of the Chinese Central Government have undertaken either to finance the construction of all necessary infrastructure projects or to adopt preferential policies for their construction.

22 National Revenue Generating Potential

In addition to the TV revenues and TOP revenues to be received from the IOC, BOCOG expects to generate revenues from the following sources:

Sponsorship outside of TOP	US \$ 110 million
Licencing	US \$ 30 million
Official suppliers	US \$ 20 million
Olympic coins	US \$ 35 million
Olympic philately	US \$ 15 million
Lottery	US \$ 340 million
Tickets	US \$ 110 million
Donations	US \$ 20 million
Property incomes	US \$ 30 million
Other incomes	US \$ 19 million
Total	US \$ 729 million

The government will cover the difference if the above sums are found insufficient.

Table 1 ACCOMMODATION
Existing Accommodation Facilities

Class	Number of Rooms		
	Within a radius of the main competition sites	Number of rooms within a radius of 50 km (1 hour) of the main competition sites	Total
5-star hotel	8803	1831	10634
4-star hotel	12732	5919	18651
3-star hotel	10624	9403	20027
2-star hotel	7461	10215	17676
1-star hotel	2142	2539	4681
Campus rooms	8390	600	8990
Others	42518	20840	63358

Planned Accommodation Facilities

Class	Number of Rooms		
	Within a radius of the main competition sites	Number of rooms within a radius of 50 km (1 hour) of the main competition sites	Total
5-star hotel	1319	217	1536
4-star hotel	1491	1304	2795
3-star hotel	800	915	1715
2-star hotel	218	1104	1322
1-star hotel	0	0	0
Campus rooms	14634	462	15096
Others	(approximately) 4000	(approximately) 2000	(approximately) 6000

Table 2 TRANSPORT

Average Distance (in km) by bus	Main International Airport	Hotel Area	Athlete's Village	National Stadium	Media Village	MPC/IBC
Main International Airport						
Hotel Area	17—30					
Athlete's Village	21	8—13				

Table 2 TRANSPORT

Average Distance (in km) by bus	Main International Airport	Hotel Area	Athlete's Village	National Stadium	Media Village	MPC/IBC
National Stadium	21	8—13	<2			
Media Village	21	8—13	<2	<2		
MPC/IBC	21	8—13	<2	<2	<2	
Athletics	21	8—13	<2	<2	<2	<2
Rowing	19	32—45	36	36	36	36
Badminton	21	8—13	<2	<2	<2	<2
Baseball	42	12—25	23	23	23	23
Basketball	37	7—20	18	18	18	18
Boxing	21	4—19	12	12	12	12
Canoe/Kayak	19	32—45	36	36	36	36
Cycling	42	12—25	23	23	23	23
Equestrian	17	30—43	34	34	34	34
Fencing	21	8—13	<2	<2	<2	<2
Football	21	4—19	12	12	12	12
Gymnastics	21	8—13	<2	<2	<2	<2
Weightlifting	27	11—19	6	6	6	6
Handball	21	8—13	<2	<2	<2	<2
Hockey	21	8—13	<2	<2	<2	<2
Judo	24	6—14	5	5	5	5
Wrestling	21	8—13	<2	<2	<2	<2
Swimming	37	7—20	18	18	18	18
Modern Pentathlon	54	24—37	35	35	35	35
Softball	21	8—13	<2	<2	<2	<2
Taekwondo	24	6—14	5	5	5	5
Tennis	21	8—13	<2	<2	<2	<2
Table Tennis	21	8—13	<2	<2	<2	<2
Shooting	39	9—25	19	19	19	19
Archery	39	9—25	19	19	19	19
Triathlon	53	40—45	32	32	32	32
Volleyball	31	1—17	12	12	12	12
Sailing	25(Qingdao)	<2(Qingdao)	<2(Qingdao)	667(Beijing)	<2(Qingdao)	<2(Qingdao)

Addendum

Bid Documents and Analysis: Passion Behind the Bid, Volume I of the *Official Report of the Beijing 2008 Olympic Games*, was compiled and translated from September 2006 to July 2007. Striving for perfection, the writing group had kept on improving their version on the basis of the comments and advice offered by various parties and individuals concerned. The final edition was accomplished in May 2009 and its English version was completed in October 2009.

Constructive suggestions have been solicited from leaders and experts of the Communist Party of China Beijing Municipal Committee, the Beijing Municipal Government, the General Administration of Sport of China and BOCOG. Contributing to the report are, among others, Liu Qi, Wu Shaozu, Li Zhijian, Wan Siqun, He Zhenliang, Liu Jingmin, Wang Wei, Jiang Xiaoyu, Tu Mingde, Yan Zhongqiu, Sun Kanglin, Lou Dapeng, Wei Jizhong, Lv Shengrong, Sun Daguang, Yang Hua, Zhang Jian, Zhang Qing, Liu Yan, Lin Xiangyi, Zhang Qiuping, Zhong Bingshu and Wu Jisong.

The report is compiled by the BOCOG Media & Communications Department. Xu Da has supervised the final review of this volume.

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Translation and revision of this volume are achieved by Tianjin Foreign Studies University. The English translation is done by Zheng Peilin, Wang Chunbo, Li Jing, Liu Guoqiang, Chuai Jingzhong, Li Xin, Wang Hongtao, Zhou Wei, and polished by Jeff Ruffolo. The entire translation process has been under the coordination of Xiu Gang, Wang Zhiping, Xia Gang, Lin Xianguang, Yu Haiying, Yuan Jian and others.

后记

本卷报告的编撰工作始于2006年9月，至2007年7月完成主体部分的中文稿和英文编译。本着精益求精的精神，写作团队多方征求意见、反复修改，至2009年5月确定中文稿，同年10月确定英文稿。该报告全程历时3年多，凝聚了众多人士的智慧 and 心血。

北京市委、市政府，国家体育总局及北京奥组委有关部门的领导和专家对本报告的编撰工作提出了有益的意见和建议。刘淇、伍绍祖、李志坚、万嗣铨、何振梁、刘敬民、王伟、蒋效愚、屠铭德、阎仲秋、孙康林、楼大鹏、魏纪中、吕圣荣、孙大光、杨桦、张坚、张清、刘岩、林向义、张秋平、钟秉枢、吴季松等参加了评审工作。

本报告由北京奥组委新闻宣传部组织编写。徐达承担本卷的总体策划和组织协调工作。

杨俊义担任本报告执笔人。参加写作及图文资料收集工作的还有任江浩、左继军、李飞、董英双、刘润芝、王牧青、温乐群、李振康、刘培恩、曹海民、李贺普、姚永玲、黄亚玲、梁晓杰、张矛矛、朱怀强、王晶晶、唐德文、王晋明等。感谢《北京月讯》杂志社为配图提供的支持和帮助。

天津外国语大学郑培林、汪淳波、李晶、刘国强、啜京中、李欣、王洪涛、周薇等承担了本报告的英文翻译和校对工作，修刚、王志平、夏钢、林宪光、于海英、袁健等参加了翻译工作。Jeff Ruffolo等对英文稿进行了润色。





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图书在版编目 (CIP) 数据

百年圆梦：北京奥运会申办工作报告=Bid Documents and Analysis:Passion behind the Bid:英文 / 第29届奥林匹克运动会组织委员会著. —北京：北京体育大学出版社，2010.8
ISBN 978—7—5644—0262—4

I. ①百… II. ①第… III. ①夏季奥运会—申请—工作报告—北京市—英文 IV. ①G811.211

中国版本图书馆CIP数据核字 (2010) 第160051号

出版：北京体育大学出版社

地址：北京市海淀区信息路48号

邮编：100084 电话：010—62989261

责任编辑：刘润芝 审稿编辑：董英双 黄宗英

印刷：北京瑞禾彩色印刷有限公司

装订：北京鑫艺佳装订有限公司

版次：2010年8月第1版 2010年8月第1次印刷

开本：787×1092 1/8

印张：20

书号：ISBN 978—7—5644—0262—4

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